

The MANUFACTURING CONFECTIONER

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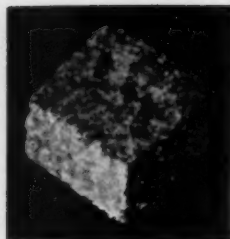
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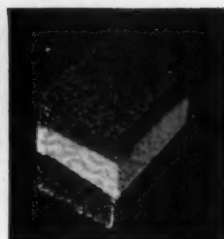
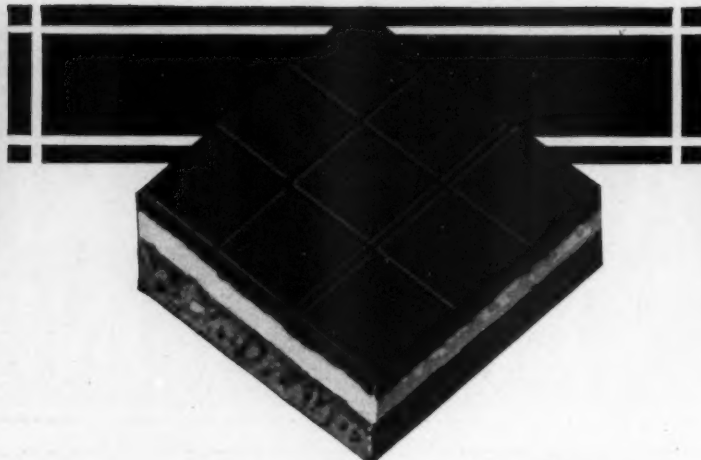
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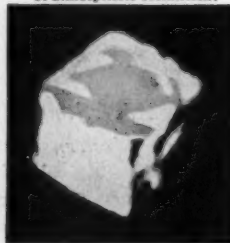
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CHOCOLATE FAT-BLOOM.....

*Do you know what it is
and How To PREVENT It?*

For the first time the complete story of chocolate fat-bloom has been written and published in the form of a monograph by the man who was responsible for the first scientific paper on the subject, in the Journal of the Society of Chemical Industry in 1927. The Author has been called in to cure more cases of fat-bloom than any other one person. Order a copy now of his latest and most valuable contribution to the literature of the industry

"THE PROBLEM OF CHOCOLATE FAT-BLOOM"

A technical and practical monograph

BY

ROBERT WHYMPER

(Author of "Cocoa and Chocolate: Their Chemistry and Manufacture," 2 Editions; "Cocoa and Chocolate" in the standard work—Allen's Commercial Organic Chemistry," 3 Editions, etc.)

The book is divided into two sections: Section I deals with a full scientific and technical discussion of chocolate fat-bloom; Section II tells the practical chocolate man in simple language how it may be prevented. Contains reproductions of 2 photo-micrographs illustrating 2 forms of chocolate fat-bloom; 14 charts of solidification curves, viscosity curves, etc.; 2 figures illustrating a simple solidification curve and the changing melting points of cacao butter.

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Editorial

Packaging Opportunities

THE recent survey conducted by this publication among package goods manufacturers in the candy industry revealed 87.5 per cent of those expressing opinions specified a package of modern design for "the best seller in the one dollar per pound class of box chocolates." This is indicative of the increasing trend toward packaging progress which is taking hold of the entire confectionery industry. The numerous reproductions of other types of packages shown in this issue of *THE MANUFACTURING CONFECTIONER* give further evidence of this fact.

Candy manufacturers are realizing more and more the potential merchandising opportunities which are available through the medium of modernized packages. Many of their new packages have proven their ability to stimulate sales, thus, fulfilling one of the important functions of the successful package—which is to present the invitation to buy. It has been well said that it is the package that makes the first bid for attention, and it is the package that decides the choice between identical products, other factors being equal.

Although the industry has made commendable progress in packaging, most manufacturers have in reality just begun to restyle their containers in keeping with present-day trends in effective package design. Much remains to be done. Many products are on the retail counters today which need to be repackaged. Some are so obsolete in style they are no longer intriguing. Others never were properly designed to create appetite appeal and stimulate sales.

There are numerous guides to good packaging, each pertaining to the various factors involved. While the candy manufacturer need not attempt to become a packaging specialist, he should acquire a knowledge of the ramifications and principles concerned with the appropriate and effective presentation of his products. It is with the definite purpose to provide this information that *THE MANUFACTURING CONFECTIONER* gives packaging a major position in its editorial program.

As we have previously stated, we do not emphasize the expensive or "showy" package as the criterion of good packaging, but rather *appropriate* packaging—which combines attractiveness and economy, suitably adapted to the merchandise, and which does not necessitate the sacrifice of quality in the confectionery which it contains.

A thought not to be overlooked by confectionery manufacturers is that of competitive products offered through ingenious packages of other industries. Department stores and confectionery chains, for instance, are becoming large factors in the retail liquor business. These stores are packaging conscious, and the candy industry can ill afford to yield to other products its rightful position of display prominence in its retail outlets.

Unbranded Merchandise

UNBRANDED merchandise is presenting itself as a price-cutting problem in many cities throughout the candy distribution trade. Plain packages are being sold which are entirely devoid of any designation as to the kind of product, net weight, and name of manufacturer. Generally speaking, this is in direct violation of the Federal Food and Drug Law, as well as similar laws in most states.

Manufacturers of these products should be reminded of their infractions, lest they find themselves suddenly faced with prosecution. The Federal law requires at least the kind of product—the name of the merchandise or indication that it is candy—to be designated on the package, along with the net weight. While the name and address of the manufacturer is not required in the Federal statutes, a number of state laws include this requirement.

We should be remiss in this packaging issue if we failed to urge manufacturers of this industry to become thoroughly versed in both the Federal and State laws governing proper identification of their packages.

A Jobber Expresses His Views on Resale Conditions

A GUEST EDITORIAL BY CODE AUTHORITY MEMBER

HERE is not the slightest doubt that the last year has seen the hopes of the entire Confectionery Industry go from the despairing depths of depression and non-profits to what might be termed a "sublime" state, with fair profits, and then back again to where it had been before.

Surely, our industry in general is big enough to benefit from its experience of the past year and which, in so far as experience goes, has been the greatest in the last decade.

About a year ago the industry was at its "height of folly." The "average" manufacturer was selling quantity and price and the "average" jobber was doing likewise. The results were what everyone in the industry knew they would be—non-profitable and disturbing. Even though this condition existed and was known to all, there did not seem to be anyone "pioneering" the way against it. In fact, everyone was doing "volume" business and forgot about the profits. This fact is further borne out by a recent statement of a credit man of one of the largest and most reputable manufacturers, that they had cut off three thousand accounts in the past year.

For a time our hopes ran high in the Code organizations, and the NRA but, when they did not bring the desired results we looked forward to the signing of the Code for our industry. When any difficulties in the districts arose, especially through price demoralization we heard, "when we get our Code it will take care of these matters." Finally, in the early part of June the industry received the Code. At last our "Moses" had arrived and we were being led out of a wilderness of despair.

Now, after receiving this long-looked-for Code and after operating under it for nearly ninety days, where is there a member in the industry, who will not admit that right today we have conditions far worse than at any time, causing appeals to be made to Washington for emergency orders—especially regarding price demoralization. Some local Code Authorities are resigning and organizations are giving up in despair and in general the industry is in a very chaotic condition. However, all these reverses have not dimmed the hopes of the "average" man of the industry and we must look around and find a method which, in the end, will bring success.

It is the writer's opinion that the time is "ripe" for the manufacturer to take a leading part in the re-establishment of the confection-

ery industry. This does not of necessity mean every manufacturer in the industry, for this could be accomplished with the assistance of ten or fifteen manufacturers of staple merchandise and who are willing to come out *individually* and *sponsor a resale price to the jobber*, then to the retailer, and in turn to the consumer.

With the success of merchandising plans like this, pioneered by a few, they would within a short time gain great recognition and would soon cause all manufacturers to establish their individual policies.

Heretofore many manufacturers have regarded a resale policy as absolutely illegal, but we are informed that it *is* legal, so long as agreement and concerted action are absent. There is another angle from which the manufacturer has viewed this situation, and that is: What has the manufacturer to gain by jeopardizing his business in establishing a resale jobber's selling price policy? There is certainly no near approach to the so-called jeopardizing of the manufacturer's business in insisting that the jobber sell his merchandise at a fair profit, which will enable him to pay his bills. Who knows better than the manufacturer how many good jobbers are not paying their bills in the manner they used to in former days?

Insofar as the jobbers or anyone claiming that a resale price policy will retard volume, this will not be the case when you consider that the "average" jobber is so fed-up with selling goods at a price that he will welcome the opportunity to get behind lines of the manufacturer whom he knows will give him unlimited support.

Every manufacturer knows that his success depends upon the success of the jobber, and for the jobber to stay in business he must make a profit. We have all tried every plan but the resale price plan, and for years we have heard whisperings of this plan but to date no workable idea has been given. Here, then, is the manufacturer's golden opportunity to do not only his branch of the industry a good turn but also the jobber's, the retailer's and above all our Country. For, in the success of our industry lies the success and contentment of approximately one million people.

The season is here for the sale of confections. Who will be the first manufacturer to pioneer the resale price plan to the Confectionery Industry? In this move lies the saving power of the industry, with the creation of firmer and higher hopes for better profits and the assured appreciation from the jobbers to the pioneering manufacturer.

J. H. ROSSEN,
Federal Candy Company, Pittsburgh, Pa.



Courtesy Shellmar Products Corp.

BAR WRAPPERS and Small Cellulose Packages

*A Skillfully Created Package Is One of the Best Selling Tools;
Helpful Facts Revealed on Design and Automatic Packaging*

TODAY'S keen competition in the candy industry has definitely resulted in a carefully developed, consistently applied, Merchandising Plan of action.

It has drastically changed the buying habits of every consumer so that on any new piece, he now BUYS that which LOOKS best. Consequently, the smallest retailer has become an expert "Window Dresser" as well as an alert merchandiser. He takes advantage of the best selling tools offered to him by his supplier. One such "selling tool" is a skillfully created package, designed to stimulate sales appeal.

He can quickly, with greatest effect, direct consumer attention to the properly packaged product. Thus, quick success of a given 5c item depends primarily upon its package.

Obviously, to remain a success, unique combination in full flavor and of highest quality are, of course, essential in founding continued public acceptance. But, the profitable continuation and growth of that acceptance is determined by the inherent quality value of the piece.

Type of Piece

Inasmuch as the advent of transparent wrapping materials has made visibility of the prod-

uct a prime factor, the shape, size and appearance of the 5c candy item must be weighed carefully.

The popular bar package will measure approximately 5 inches long by 1½ inches wide by ½ inch high. If the bar is in one piece, it may be found expedient to score it in sections which can be broken into uniform pieces for eating. Bar sizes vary, this being entirely a matter of individual preference.

Taking popular selling pieces as a guide, a reasonable average shows that public preference leans toward a unit consisting of from four to six pieces, each approximately 1¼ inches long, ¾ inch wide and ⅜ inch high, placed on cardboard bases or boats. Here again the units vary, but usually avoid being so large that they cannot be consumed easily in two bites. These smaller sizes further lend themselves to the most favorable package development. Naturally, the piece should have a fresh, attractive and appetizing appearance, for on the average retail counter, it is a "self-seller"—essentially an impulse item.

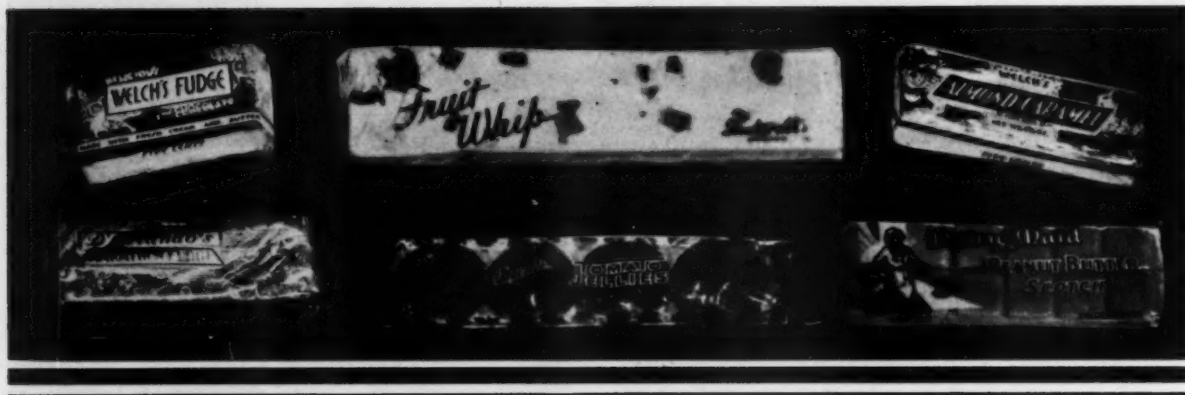
On chocolate-coated goods particularly, it is now possible to have transparent wrappers chocolate-tinted to match the coating chosen for the bar. This is highly desirable, thus adding that lustre sought by all manufacturers. Quite often a mild stage of blooming may be present on the piece, yet it still can be in excellent eating condition and through the use of this tint does not retard sales.

Variety of Packages

1. By far the most acceptable packages for single 5c bars are printed cellulose wrappers.
2. Semi-transparent and opaque materials are sometimes combined with cellulose in combination wrappers.
3. Chocolate-tinted cellulose wrappers for chocolate-covered items.
4. Cellulose wrappers tinted in pastel shades and printed for over-wrapping foil-wrapped units, such as toffees, etc. These can be printed in reverse, to obtain most effective coloring and lustre.
5. Custom-made packages of cellulose with rigid board backing are particularly suitable for small pieces, such as cream mints, candy corn, caramels, hard candies, chocolate chips, gum drops, nuts, etc. These rigid specialty packages have an all-visible cellulose face, pre-sealed on three sides with a top flap which can be folded or sealed with glue or transparent tape after loading, thus keeping the candy fresh and enabling the consumer to remove the contents one piece at a time without destroying the container.
6. Bags for marshmallows, cream mints,

"SIMPLICITY of design is usually the keynote in achieving success with the printed cellulose wrapper. Likewise, a thorough knowledge of color harmony and contrast is essential, in that a new problem arises with each development"





"Serious thought should be given to designing the wrapper in such a manner that instant identification is gained from whatever angle the bar is viewed"

hard candies, gum drops, candy-coated nuts, and small chocolate pieces. In some cases, the bags are closed with tin-ties or again with eye-lits for hanging on display racks. This type of package may be used either printed or plain.

7. Cellulose printed in rolls for wrapping directly by machine—the most economical method of packaging, and one now fast coming to the front in this industry.

All these suggested methods for packaging are fast replacing former practices utilizing opaque or semi-transparent materials. These types of packages, each in their own sphere, have been developed to a point of practical economy. They completely fit the many individual needs of today's exacting merchandise requirements.

Bulk goods manufacturers are taking advantage of "Package-minded" public sentiment to utilize these various packaging media for broadening the scope of their former fields of operation by marketing individual 5c and 10c units. The success of the pioneers in this field has already proved to them that here lies a share in the tremendous small package market volume which they have been passing up.

Designing the Package

Simplicity of design is usually the keynote in achieving success with the printed cellulose wrapper. Likewise, a thorough knowledge of color harmony and contrast is essential, in that a new problem arises with each development due to the wide variety of shapes and sizes submitted to the artist.

The design should be carried out in such a manner that it radiates distinction and personality, at the same time spotlighting the name—which should be as brief as possible, so that it is easily remembered.

This type of candy package should not only be designed so as to especially accentuate the

appetite and eye-appeal of the bar, but with a minimum amount of copy. This gives the designer additional freedom for layout and color work.

The most popular colors for chocolate-coated pieces are gold and silver, used in combination with one or more of the standard colors which, if properly handled, provide the effect of richness and quality.

Serious thought should be given to designing the wrapper in such a manner that instant identification is gained from whatever angle the bar is viewed. After all, the wrapper is definitely a self-contained showcase. Merchants invariably will give preferred display space to dominantly designed visible packages, for they stimulate added attraction to his general display.

Automatic Packaging

Automatic wrapping of candy bars and boats has long been considered with a great deal of skepticism by candy manufacturers in general.

Prior to the introduction of cellulose materials, wrapping machines for candy bars were built for feeding from a stack or pile into the machine sheets of the various materials available at that time. While several reputable manufacturers produced satisfactory machines of this nature, a great deal of unsuccessful bar wrapping equipment was marketed by small, inexperienced manufacturers. The news of these shoddy attempts and failures unfortunately eclipsed the performances of the successful machines available, and word passed around that, "it can't be done."

The advent of cellulose into the candy field caused several more of these experimental machines to be built on the same principle of feeding the transparent wrappers in sheet form. These attempts also failed, and prejudice against automatic wrapping became even

stronger. Cellulose sheets *cannot as yet* be fed successfully into an automatic machine.

Printed Rolls

The successful production of printed cellulose in roll form then cleared up a major difficulty for wrapping machine manufacturers. At the present time automatic wrapping equipment is available and in use, operating 8 to 24 hours a day, producing upwards of 1,500 completely wrapped 24-count boxes of candy every eight hours. The same beautiful designs, formerly obtainable only in sheet form now being produced in rolls, are sold on a per pound basis, instead of per thousand sheet basis. Due to this basis of sale, wrappers bought in roll form will save from 10 to 25 per cent, depending on the quantity purchased. An additional saving is also made by wrapping automatically from roll stock, since a smaller wrapper can be used than is necessary in ordinary hand wrapping.

To meet this development of printing in roll form, manufacturers have perfected the electric eye, a device attached to the wrapping machine which automatically registers the printed design in the correct position on the face of the candy bar. This device, while veiled in considerable mystery in the past, has been perfected and simplified to the point where today's operating crew consists of only two girls; one feeding the candy bars onto the intake conveyor of the wrapping machine, direct from the enrober, and the other boxing the completely wrapped bars at the delivery end of the machine.

So it is that the successful wrapping of bars in all shapes and sizes is now being accomplished with practical economy. Not only are machines delivered to the manufacturer equipped to handle several different sizes, but, where candy bar size changes are necessary, the machine can be quickly converted, at a nominal investment, to accommodate the new size piece.

In answer to the question as to whether or not it is wise to tie up the necessary capital in such a machine, if the plant production averages approximately 1,500 24-count boxes per day, for at least 200 working days per year, the machine will definitely pay for itself within a year's time or less.

Automatic wrapping improves the appearance of the finished bar in two ways. The machine uses a smaller sheet and makes neat, uniform folds on all bars produced. Hand wrapping, of course, varies with the skill of the worker. The larger wrapper causing the folds to become bunched and unsightly. Thus, the saving in automatic wrapping is permitting manufacturers to adopt more elaborately beautiful designs which heretofore might have been prohibitive.

Converters' Service

All converters, as well as the manufacturers of cellulose materials, maintain departments of especially trained personnel to co-operate in the development of outstandingly attractive and practical packages. The MANUFACTURING CONFECTIONER publication is also anxious to give freely of its advice and service.

Manufacturers availing themselves of these gratuitous services are rewarded with fewer merchandising problems and definitely increased sales volume.

Effective Packing for Shipment

BY EDWARD DAHILL

Chief Engineer, Freight Container Bureau, American Railway Association

MANY far-sighted executives have found it most profitable to keep an eye on their shipping room to learn how their goods are leaving their plant and more particularly to ascertain the condition in which their goods are received at their destination. They have come to regard the shipping department as an integral part of the production cycle and to treat the expense of this department as part of the production costs, realizing that their products have no value unless and until they are delivered to the ultimate customer in perfect condition.

They make a point of showing visitors through their shipping rooms, as they believe that the care with which they prepare their products for shipment proves beyond a doubt how highly they themselves value them.

They also know that efficient packing is of material aid to their advertising and sales departments and that all the thought and effort they may have spent in securing an attractive sales package will go for naught if the same thought and effort is not given to its proper preparation for shipment.

There are several distinct points to be considered in packing freight for shipment:

- (1) The packing material and the style of package must give full protection to the commodity and yet be the least expensive.
- (2) The commodity must be packed so as to insure perfect condition when delivered.
- (3) The style of packing must secure the lowest classification.
- (4) The package should have the minimum dead or tare weight.
- (5) The package should give the greatest returns through advertising the commodity and the manufacture of the commodity.

New Developments in

Metal Foil Packaging

◆ **FOIL** is declared to serve well in deterring effects of rancidity from light, heat, and moisture

By **F. H. DREXLER**

*Reynolds Metal Company
New York, N. Y., Louisville, Ky.*

RECENT scientific discoveries have changed many former ideas about packaging—discoveries, I am frank to say, that were not made by the foil manufacturers but by men engaged in the broad field of science and research. These discoveries nevertheless are of great importance to everyone who puts up perishable or semi-perishable products in package form.

Foil has long been used for the protective and decorative packaging of candies and a host of other products. It may be of interest to point out that a number of large industries are actually dependent on foil, because the foil package is the only one which *completely* preserves and protects their products, is adaptable to rapid machine application, is conformable to the shape of the product, is of a striking, pleasing appearance, and economical in cost. As one example, I can cite the packaged cheese industry. Foil made it possible for the cheese industry to change from a bulk to a packaged industry because foil is the one safe package for cheese, preventing mold and rind formation. Another I might mention, is the milk chocolate bar industry. Foil is the only wrapping for chocolate which prevents discoloration, loss of flavor, and absorption of foreign odors. A third is the cigarette industry. Temporary discontinuance of the foil lining by a large cigarette company recently resulted so disastrously for them that foil was quickly restored to the package.

These are only a few outstanding examples. Others I might name are Kodak films, yeast, chewing gum, and mints—all relying on foil to deliver them to the consumer in their original factory-fresh condition.

Protection from Light Effects

At this point you may ask "What advantages has foil which other packaging materials do not possess?" That is a fair question—and deserves as complete an answer as I can give in the space remaining to me.

In the earlier part of my discussion I mentioned that science recently developed some remarkable properties of metal foil.

First and foremost is the discovery made by Mayne



R. Coe of the Bureau of Chemistry, U. S. Department of Agriculture, that light is the worst enemy of freshness and flavor. Light is a sort of Dr. Jekyll and Mr. Hyde. Growing things must have it; to them it is a beneficent Dr. Jekyll. But when that growing thing reaches maturity and falls or is plucked from the stem—light then becomes a force of destruction, a veritable Mr. Hyde. Coe found that light is active in causing spoilage and rancidity in a long list of products, especially those containing fats and oils which you realize takes in almost all edible products. Coe found that, contrary to the popular belief, light is even more harmful than air, heat, or humidity in causing things to turn rancid and spoil. So important and of such a revolutionary nature was his discovery that the government awarded him a Public Service Patent dedicated to the Welfare of the people of the United States.

Carrying his research further, Mr. Coe set out to find the best means of preventing light from reaching the product—that is a practical, effective, economical way from a packaging standpoint. That medium he found was metal foil. Even cardboard cartons are no barrier to light penetration. We have photographs made by placing a film inside a sealed carton and exposing the package to a bright light. When developed, you could see on the film the printing on the outside of the carton—photographed right through the paper carton wall.

Following on the heels of Dr. Coe's work, an independent series of tests were made by the Dairy Products Institute of Milwaukee, verifying his discoveries and showing the effect of light on butter, candy, meat, potato chips, etc. Those products packaged in such a way that light could reach them soon spoiled, whereas



Photo Courtesy "The American Box Maker"

Examples of a line of high-quality candy boxes featured as specialty packages. All three are foil covered, with striking effects obtained by printing and embossing to enhance the attractiveness of the foil... The box at the left, in the form of a trunk, is covered with gold foil and printed in red and black, slightly embossed. The decorative figures in the corners are reproductions of foreign hotel and travel labels. This package is featured by George Haas & Sons, of San Francisco... The 1-pound Valentine book box in the center is red, printed on silver foil. It is unusual because the rounded back is not hinged, but is attached to the lid as a part of the cover... The very modern "Ultra Pak" box at the right is used by Ernest Wilson's confectionery stores in San Francisco and other California cities. This is of gold foil printed in black. The gold letters are effectively raised above the velvety background. An additional touch of distinction is the silver paper fly's which enrich the appearance when the box is opened

the same products packaged in foil remained fresh and sweet indefinitely.

Dr. Coe has written: "As has been proven many times, foil is an excellent packaging material for foods that become rancid. In many ways foil could replace even the tin can for such products as wheat germ, shelled nuts, coffee, powdered milk, malted milk, etc., and make a very attractive package besides. Packers of mayonnaise could well profit by enclosing their jars in an attractive foil wrapper. Foil will serve well wherever temperature, moisture, light, and their effect on rancidity are concerned."

Thus by keeping out light, foil keeps in quality.

Heat Insulation of Foil Packages

The other remarkable recently-discovered property of foil I want to tell you about is the fact that shiny metal foil has remarkable heat-insulating value. It is hard to conceive that thin sheet of shiny foil less than 5/10,000 of an inch in thickness has the same insulating efficiency as 3/4 of an inch of cork—but that is a fact. Foil reflects radiant heat just as a mirror reflects light. So efficient is foil insulation that it is accepted and approved by the U. S. Government and is now used in battleships, barracks, hospitals, as well as on many other public and private buildings. By reflecting heat, the foil package keeps its contents in a cooler, better condition. An interesting demonstration of this is to place a foil-wrapped bar and an unwrapped or transparent-wrapped one in front of an electric spot heater and to note how rapidly the latter two soften and melt whereas the foil-wrapped bar is not affected by the heat. The importance of this insulating quality of foil when your candy is sold in hot climates and in hot weather hardly needs to be pointed out.

I have with me two charts showing the results of an interesting test recently made by a Package Research Laboratory to determine what this insulating value of foil is.

In one test, two typical one-pound boxes of chocolates were used—purchased on the open market. The transparent wrapping was removed from one box and replaced by an all-over foil wrapper. The other box was left as is. Thermometers were then inserted in each box through holes punched in the top so that the temperature inside the boxes could be recorded. Both boxes were then placed side by side in front of a radiant bowl heater and the temperature readings recorded at 15 minute intervals for 2 hours. The heat was maintained at 125° F. for that period, and what an incredible thing the chart showed! Inside the foil-protected box, the temperature rose only 10°, to 86°. Inside the unprotected box it rose to 118°—and the candy inside turned soft and mushy. Foil insulated that one box with the same efficiency as though it had been enclosed in 3/4 of an inch of cork.

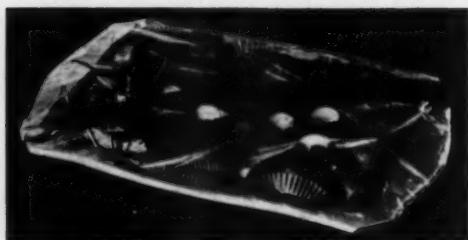
And the same thing is true of foil-wrapped candy bars and chocolate bars. I have another chart showing the same test applied to chocolate bars—direct exposure to radiant heat for one hour. The transparent-wrapped bar rose to 102½°, the naked bar to 100°, and the foil-wrapped to 81½° from an original temperature of 76° F.

These facts are hard to believe, I know. Yet you can make your own tests of them if you wish and see these remarkable demonstrations of foil's protective properties with your own eyes.

There you have the new facts about an old product—and as science inquires further into the causes of rancidity and spoilage, it is entirely probable and possible

(Turn to page 54)

GIFT WARE for Candy Containers



SMARTLY styled gift wares, combining charm and usefulness in a variety of accessories for the home, make their seasonal appearance as colorful containers to increase candy sales. The confectionery industry has long made profitable employment of re-use containers as sales stimulators.

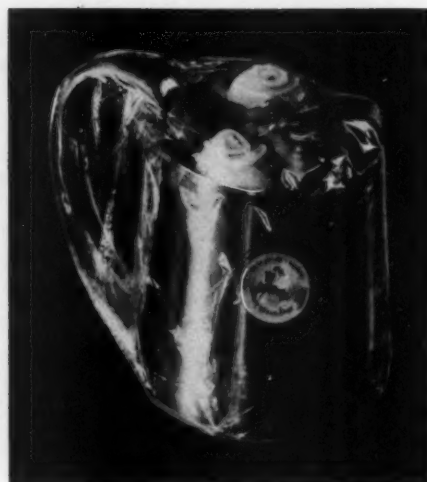
These enduring packages offer double sales appeal—an attractive metal bowl, for instance, filled with tasty sweets, wrapped with transparent cellulose and tied with a pretty ribbon. Candies thus packaged are in a class by themselves. They stand apart from other competition as distinctive and individual gift packages.

It has well been said that where the eye leads, the customer follows. Distinctive gift ware has proved its ability to get attention and prompt desire—especially when the item is new and timely.

Needless to say, gift ware items are easy to display. It is only natural that the shopper's eye is quickly drawn to a display counter where candy is packed in these out-of-the-ordinary containers. Displaying merchandise of this character is appealing to the retailer, too. Although sometimes his imagination falls short in merchandising other goods, unusual candy gift packages seem to win his enthusiasm, once he has visualized their sales possibilities.

Various Containers Used

A variety of containers have been used by confectionery manufacturers in making up these gift packages. They have included the newer



Photos Courtesy West Bend Aluminum Co.

◆ **EFFECTIVE** merchandising containers offer double appeal in candy gift packages. Re-use items must have quality and practical value

By GALE CAMERON

copper and other metal wares now in vogue, pottery, cooking utensils, baskets, cedar chests, and so on among numerous individual pieces dating back over a span of years.

No able sales have been made with special items in metal which have been featured by some candy manufacturers recently. Among these have been colorful candy bowls in copper or spun aluminum ware. Beverage tankards or mugs proved very popular with many candy customers in some parts of the country. Other items in metal ware have included sandwich trays, covered bowls, ash trays, and beverage accessories such as ice buckets with tongs.

One manufacturer made "a killing" last season by featuring a cocktail ice bucket filled with assorted chocolates. Another piled up orders on a beverage mug. Bridge accessories and other numbers have likewise gone well for different firms.

Size of Containers Important

When considering packaging candies in gift ware, the size of the container is quite important to both the manufacturer and distributor. Only those containers which hold a desirable amount of candy to make a popularly priced package will turn out to be good sellers. For example, a large gift item somewhat expensive would probably require too much candy to make a unit of attractive sales appeal. Similarly, a small

gift item which is rather expensive for its size is out of the question because the cost would be out of proportion to the amount of candy contained. The most popular sizes of containers hold from 8 ounces to 2 pounds of confectionery.

Usefulness a Keynote

Another determining factor in the idea of gift containers is that of usefulness. If the gift item is merely made up for flash but has no practical usage, its appeal as well as the resulting sales will be limited. If, on the other hand, the gift container is one that may be useful in every home, the practical minded—as well as those who buy from eye appeal—will be attracted to the package.

Merchandisers have found that useful gifts are the best sellers in the long run. After all, the consumer wants a reason for buying. He likes to think that he has made a good purchase. He is doubly pleased when he buys a candy package which has a lasting service value.

Gift Quality Builds Good Will

In the field of gift packages, the quality of the container is significant in building good will and repeat customers for the merchant and manufacturer. These are as important as immediate sales. How often, though, do manufacturers regard customer good will too lightly.



Typical of the many new and striking gift containers now being used to increase candy sales, the above modern serving bowl is made of solid copper. It is exceptionally decorative as well as useful, characteristic of the new trend in enduring packages. Beverage tankards and sandwich trays, shown on opposite page, are other items

For these reasons, gift containers which make a pretense of having value should actually be of high quality. If the container is too cheap it is soon a total loss. It either becomes shabby or breaks when in use. If, however, the gift container is of substantial and lasting material, the manufacturer reaps the continued good will in the consumer's memory—which means future purchases.

The quality of the package—especially in the gift class—suggests the quality of the product.

G. A. Chapman Named Administration Member Candy Manufacturers' Code Authority

APPOINTMENT of George A. Chapman, Chicago, as Administration member of the candy manufacturing industry's Code Authority was announced today.

Mr. Chapman has long been prominent in industry. From 1887 to 1920 he was connected with F. Schumacher Manufacturing Co. and the Quaker Oats Co., with which the former merged. During 1920 and 1921 he was connected with C. W. Snyder & Co., molasses jobbers. In 1921 he assumed the presidency of the American Hominy Co.

He organized the Riverside Products Co., of which he is sole owner, in 1922.

Mr. Chapman was president of the American Feed Manufacturers' Association from the time of its organization, in 1908, for five successive years, and later was chairman of the board for six years. In 1918 he was in charge of food-stuffs control for the Food Administrators.

Manufacturers to File Price Lists at Designated Dun & Bradstreet Offices

ACCORDING to Code Administration Bulletin No. 2, released by the industry's Code Authority, candy manufacturers are instructed to file their price lists, as of the state in which they are located, at one of the three Dun & Bradstreet, Inc. offices indicated below.

New York City:

Connecticut, Delaware, Florida, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Vermont, Virginia, West Virginia.

Chicago:

Alabama, Arkansas, Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, Tennessee, Texas, Wisconsin, Wyoming.

San Francisco:

Arizona, California, Idaho, Nevada, Oregon, Utah, Washington.



HINGED Cover BOX

New Note in Visibility

SIGNIFICANT new development in gift boxes for assorted chocolates has been introduced by Robert A. Johnston Co., of Milwaukee, Wis., as shown in the accompanying photos. These packages may be considered outstanding in candy packaging, because of their ingenious adaptation of modern merchandising principles—attractive display combined with visibility of the contents.

The motives of this well-known manufacturer were to present a gift package with attractive appeal; to enable the prospective customer to see the assortment before purchasing; and to assure the buyer of the freshness of the candies.

Johnston's set out, with these new packages, to win the confidence and interest of the consumer by specifically designing a type of box which would enable him to examine the assortment before paying for it. This manufacturer has attempted to break down sales resistance to the factory packed box of candy which a portion of the public has acquired through the unhappy experience of unknowingly buying stale confections in the conventional boxes which did not permit sight of the merchandise until after purchasing. Every package goods manufacturer, regardless of the quality and condition of his candies when shipped from the factory, has suffered from the inaptitudes of his distributors in moving his products while they are fresh.

These new Johnston setup packages virtually compel the retailer to display them open. The cover designs are found on the inside of the top, while the outside is practically plain. Thus the package, which has a hinge type cover, is displayed at its best only when opened.

Transparent cellulose protects the chocolates from deterioration while the box is on display. Visibility of the candies thus afforded, greatly enhances sales appeal and serves as the company's guarantee of their freshness. With a combination like this it is no wonder that Johnston's sales have increased and return goods are practically things of other days.

Johnston's declare that they are pioneers in visible box packaging when they came out with their octagonal shaped "Tableau Box" about three years ago. This was an open package covered with transparent cellulose. It met with unusual public acceptance.

Then the company introduced its "Town and Country Box," which was also open and cellulose covered but this included a top which would fit under the bottom when the box was displayed. Now the new hinged cover boxes come as the next logical numbers in Johnston's series of visible gift packages.



"High Hat Girl" design, was introduced for last Valentine's Day. The other two—the "Choice Box" and "About the Town Box"—are being presented to the trade this fall.



GLORIFIED Cellulose BAGS

By NEVIN I. GAGE

WHAT does the public want when buying candies in transparent cellulose bag packages today? A survey of the present situation in this type of bulk goods merchandising reveals a number of facts important to the manufacturer.

Confectionery packed in cellulose bags is no longer an innovation in the field of candy containers. Hence a plain transparent bag which displays the sweets before the eye is not all that the public now requires in sales appeal. During the past three or four years the consumer has acquired some experience in purchasing candies which are thus packaged. Consequently people have their preferences. Here is what we find:

The public is buying *small, convenient* sized packages. The confections must be of *good quality*, and they must be *fresh*. These three points, we find, are very important but they do not mean a thing in enticing sales unless the package is such that will *attract the eye* and can be *displayed right*.

5-Cent Size Leads

Packaging of bulk candies in bags may be classified in two general sizes—the supply bag,

◆ **PRINTED** cellulose bag packaging proves superior in sales appeal to the plain package. . . . Small sized unit is most popular. . . . The trend toward specialization on items instead of on entire lines continues. . . . Valuable suggestions given on how to pack cellulose bags in cold weather to avoid breakage in shipment.

and the impulse size or smaller unit. The supply sized bag holds one-half to a pound of candy and is purchased for home consumption. The smaller size, in 5 cent packages, containing two to four ounces, is bought on the impulse, to eat en route. These are gaining in popularity.

The trend all along has been toward the smaller sized package. In fact the staple bags for the candy industry are the 5 cent, impulse size. This is because more candy is eaten en route than is purchased and eaten in the home. The larger packages, however, come into their own for holiday and seasonal goods—particularly Christmas candies. But the supply package is "out" for general year-around merchandising in any appreciable volume.

The evolution of the small unit is an interest-

ing commentary on the changes in bulk goods packaging which have taken place in recent years. Candy manufacturers first had to come down from packing in 30 pound pails to 5 pound cartons, then to 1 pound bags and half-pound packages. Transparent cellulose packages were introduced in a period when bulk goods sales were on the decline. The sales appeal afforded by this kind of visible packaging immediately started bulk candies on a return to popularity.

Now manufacturers are being encouraged to capitalize on the possibilities in the 5 cent pocket packages. Within the past year some have even successfully put over a penny line of small candies packed in cellulose the same size as the well-known cigar pouches.

Printed Bags Outsell Plain Packages

The public has responded favorably to cellulose packaging in a vast number of food products. Candy, however, is considered more adaptable to the visible wrapper than most other foods because of its appetite appeal, inviting colors, and display ability. Advocates even go so far as to say that cellulose is at its best in a candy package. Indeed, it is well known that confections—above all other foods—are bought through eye appeal.

Plain cellulose in itself, however, is no longer a new thought in packaging. When cellulose was first used, any package made of it had a novelty appeal and sold well. But as its usage increased, differentiation in merchandise of different manufacturers presented a problem of identification. Furthermore, in the course of time, the element of sameness in all items reacted against sales.

Glorification of the cellulose package by attractive printing was the ultimate development to meet these problems. Printing on the package is thus the means by which the manufacturer amplifies his package and makes it different from his competitors'. In that difference lies its possibility of sale.

Unattractive, plain, or poorly decorated cellulose packages are steadily showing their lack of selling ability, as compared with their well-designed printed cellulose competitors now on the market. We find that the *attractively decorated bag*—plus the important features of (1) *convenient size*, and (2) *fresh*, (3) *good quality merchandise*—is definitely in a better position of sale than the unattractive package which may also have the same three qualities. The effectively planned printed bag thus provides the means by which the manufacturer can make his package outstandingly saleable.

The display value of the flashy printed package plays such an important role in the sales

today that this should be given much thought when planning each package to be featured. Cellulose candy packaging has arrived at such a competitive position that the manufacturer must not overlook the fact that the most attractive package will outsell its competitors.

The greatest attraction to sale on the retail counter is effective coloring. It draws attention when arranged in mass display and adds a zest to the natural appeal of the visible confections. In planning the design of the printed package, therefore, package designers are taking into consideration the possibilities of massed color display obtainable when the packages are arranged in the retail store.

Printed bands around the top and bottom of the bag are frequently used to accomplish this objective. They also serve as one of the means of identification of a given manufacturer's products.

When you have a quality confection today you must glorify it in a quality package. Needless to say, such a package reflects freshness, cleanliness, and the important fact that *the candy has been factory packed*.

Quality and Freshness Paramount

Although we have previously mentioned the importance of quality and freshness in candies now packed in transparent cellulose, we feel impelled to repeat the admonition that manufacturers avoid the mistakes which were made when cellulose packages were first introduced a few years ago. It was unfortunate that great quantities of inferior quality sweets were marketed in the new cellulose bags at that time. The result was a negative reaction on the part of the consumer. The public became "fed up" with these cheap candies and after a few seasons turned away from the cellulose packaged candies. Tonnage in these items dropped considerably for about two years.

Now a return to old-time popularity is being experienced. We sincerely trust that the industry will not disillusion the consumer again. More decorative bags are now available through the developments in cellulose printing and we hope that they will be filled only with good quality merchandise.

Specialization Continues

Specialization of packages and items—the trend of which we discussed in an article in *The MANUFACTURING CONFECTIONER* last February—has continued. Manufacturers are specializing on selected items in transparent cellulose bags, instead of upon an entire line, as commonly practiced when cellulose packaging was first

(Turn to page 50)

What Makes the Best Seller in \$1.00 Box CHOCOLATES

Package Goods Manufacturers hereby Exchange Opinions Submitted thru Questionnaires Prepared in Survey by THE MANUFACTURING CONFECTIONER

A NUMBER of outstanding candy manufacturers of quality package goods have contributed to this summarized Round Table discussion on "what might be considered a standard for the \$1.00 per pound box of chocolates." Various confectioners, upon different occasions have asked The MANUFACTURING CONFECTIONER for suggestions on what features make the best seller in this class.

As a service to package goods manufacturers, it was therefore decided to conduct an open symposium on this subject, which would present an exchange of opinion on the various details involved. A questionnaire was prepared and sent to a number of firms producing these goods in various sections of the country. Both prominent wholesale and retail manufacturers were included in the survey.

Twenty-two questions were asked, ranging from ingredients, coatings, types and counts of pieces, to box findings, package style, and costs. The questions are listed in the accompanying columns, as well as discussed below.

Answers to the questionnaire were returned by a number of successful package goods manufacturers from coast to coast. Thus the opinions presented in the summary of returns discussed below should prove mutually beneficial to those who participated in this exchange of ideas, as well as to others of the industry.

Obviously, different conditions existing in various sections of the country have an influence upon what constitutes the best \$1.00 seller in box chocolates for a given territory. For instance, as the head of an outstanding high-class retail chain of confectionery stores said, "the cost of the box can be less if the finest coatings are used, although in some sections it may be desirable to use less expensive coatings and more expensive boxes." Nevertheless, we believe the results of the questionnaires

HOW WOULD YOU ANSWER THESE QUESTIONS?

Queries Asked of Package Goods Manufacturers in Questionnaire on Possible Standard for \$1.00 Per Pound Chocolates.

1. How many pieces should the best \$1.00 seller contain?
 2. What price coating?
 3. Should assortment contain both light and dark chocolates?
 4. Should all nuts be coated in milk chocolate?
 5. Should dry fruits be used; e.g., pineapple wedges, glace cherries, apricots?
 6. Should box contain jellies made from pure fruits?
 7. What percentage of liquid fruits or cordials; if any?
 8. Should the creams be case or hand-rolled?
 9. What percentage of nougats—both hard and chewy—should be used?
 10. Should there be puddings in cups; if so, foil, paper or glassine?
 11. Should toppings be used in this class of package?
 12. Should any pieces be wrapped in foil; if so, how many?
 13. What is your reaction to use of moulded pieces or scrolls of solid chocolate scattered on top of finished box?
 14. What would you specify as to cups; single or double, or floral designed cups?
 15. What is your preference as to made-up trays or layer board?
 16. What should be used for box liner; glassine or foil?
 17. Should the box be plain wrapper top, or double or single flange?
 18. Would you signify, an all-over pattern design or a modernistic one?
 19. What should be maximum price paid for box and findings?
 20. Should box be wrapped in transparent cellulose?
 21. What should be the maximum cost of complete package?
 22. How should this box be packed for shipment; in individual container or 3 to a carton?
-

will be helpful in building successful packages in this price range.

The frankness with which the questions were answered is typified by the remark of another manufacturer who said, "We make a number of 1 pound packages and we try to make each package a little different. We do not always succeed, though."

Number of Pieces—36 to 85

Question 1. *How many pieces should the best \$1.00 seller contain?*

Answers to the first question, pertaining to count, revealed a wide range in the number of pieces per box. The replies included the following: 36 to 85; 38; 40; 40 to 60; 42 to 50; about 48; 50 to 60; 60 to 70 pieces in the box.

Price of Coating

Question 2. *What price coating should be used?*

The lowest price indicated for coatings was "12c to 13c," while the highest was "25c per

pound." Others replied: 16½c to 18½c; 18c to 20c; 20c; about 20c; 16c to 25c; 22c to 25c; 25c per pound.

Light and Dark Assortments

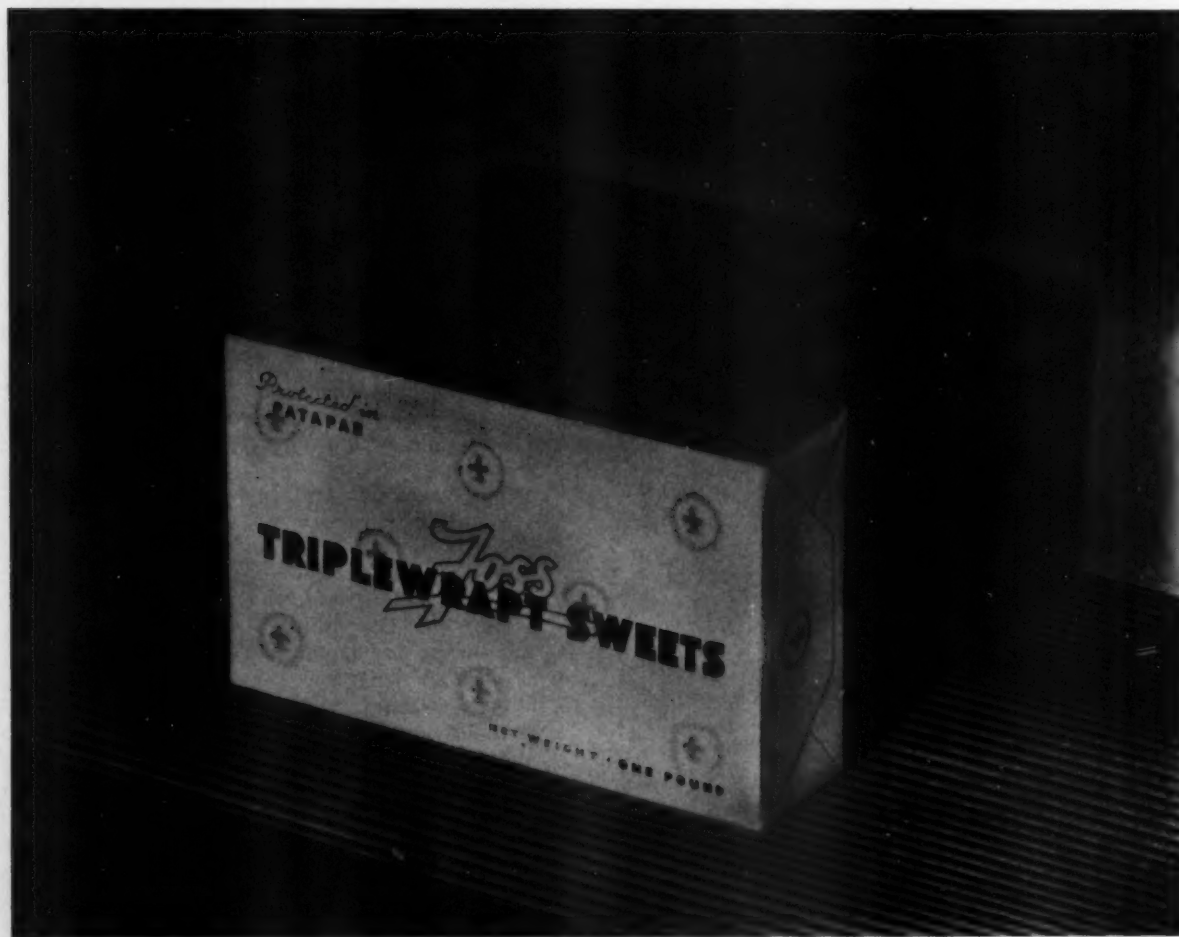
Question 3. *Should assortment contain both light and dark chocolates?*

The best dollar seller should contain both light and dark assortments, according to the views of 75% of the manufacturers replying. The others replied, "no"; and "yes but in separate packages." Some merely stated, "yes", while others were more positive, stating, "yes, by all means," and "we find this the most popular."

Coatings for Nuts

Question 4. *Should all nuts be coated in milk chocolate?*

To this question 87.5% replied, "no". The majority of these simply reported in the negative, while some were more specific—such as, "dark and milk", and "some sweet, dark coat-



The H. D. Foss Company of Cambridge, Mass., Has Insured the Freshness of Its Confections with This Triplewrap Package. It Is Inner Lined and Padded, Hermitically Sealed with Waxed Paper, and Covered with a Parchment Paper. photo Courtesy "Shears"

ings". One firm voted for all nuts in milk chocolate coating.

Use of Dried Fruits

Question 5. Should dry fruits be used; e.g., pineapple wedges, glacé cherries, apricots?

Opinions were equally divided in answering this question. Fifty per cent favored the use of dry fruits in the assortment, while the same number voted, "no". One specifically indicated a small amount.

Pure Fruit Jellies Favored

Question 6. Should this box contain jellies made from pure fruits?

The majority, 87.5% in fact, favored use of jellies made from pure fruits. One plainly stated, "no". The expressions were qualified as follows: "One or two pure fruit jellies, or centers made partly of jellies, are desirable." Another said, "some boxes". Others said, "Yes, a limited number," and "very few".

Cordials—2 to 10 Per Cent

Question 7. What percentage of liquid fruits or cordials, if any?

Practically all these manufacturers included cordial fruits to some extent. One, however, said, "none unless identified." They signified: 2%; 5%; about 8%; two or three pieces; about 10%; some boxes. Others said, "yes"; another, "no".

Hand-Rolled Creams Preferred

Question 8. Should the creams be cast or hand-rolled?

Seventy-five per cent of the firms specified a preference for hand-rolled creams in this \$1.00 package. One manufacturer said it was immaterial, so long as they are made right. Another definitely indicated, "no creams".

How Many Nougats or Chewy Pieces?

Question 9. What percentage of nougats—both hard and chewy—should be used?

We find a very wide range of opinions on this question. Here they are, for example: $\frac{1}{2}$ of 1%; very few; 5%—two votes; $12\frac{1}{2}\%$; 15%; 20%; about $33\frac{1}{3}\%$. One said, "this varies with different packs."

What About Puddings?

Question 10. Should there be puddings in cups—if so, foil, paper, or glassine?

Interesting opinions were expressed on use of puddings and their cups. Fifty per cent answered, "no". Twenty-five per cent replied, "yes", and preferred foil cups for puddings, while one said their use should be optional but

if included he preferred foil. One preferred transparent cellulose cups for puddings.

Toppings Disfavored

Question 11. Should toppings be used in this class of package?

Sixty-two and one-half per cent of the firms voted, "no". Twenty-five per cent said, "yes", while 12.5% indicate that the use of toppings should be optional. Among those who were of the negative opinion, two qualified their views with the following: "No, except chocolate, see No. 13;" "no, but if desired, nuts should not be used."

How Many Pieces in Foil?

Question 12. Should any pieces be wrapped in foil—if so, how many?

The use of foil wrapped pieces for decorative appearance was favored by 87.5% of these package goods manufacturers. The others believed it was optional, qualifying this with a limit of 10% of the pieces in foil if used. As to the number of pieces specified by the majority, here are some of their remarks: 1 or 2; 2; 1 or 2 in each layer; not more than 2 in box; 4 to 6; 2 or 3 in top layer; 4 if it is a two-layer box—about 6 if it is one-layer box.

Majority Disfavor Scrolls

Question 13. What is your reaction to use of moulded pieces or scrolls of solid chocolate, scattered on top of finished box?

The majority—62.5%, in fact—indicated they do not use the above mentioned scrolls. Some amplified their vote with such remarks as these: "entirely unsuitable for this type of box"; "they slide about, marring finish on chocolates." The remaining firms favor the use of a few of these decorative pieces; although 12.5% of these said it was optional.

Plain Single Cups Preferred

Question 14. What would you specify as to cups—single or double, or floral designed cups?

All of these manufacturers specified single cups. Fifty per cent merely indicated that single cups are satisfactory and cost less, while 37.5% specified plain chocolate cups. One firm said plain white or chocolate.

Trays Favored

Question 15. What is your preference as to made-up trays or layer board?

All firms specified use of trays; 87.5% of them indicating this without comment. But one firm stated, "we use both"; another said, "trays are necessary". Some firms, 12.5%, indicated trays for top layer only. The others did not specify as to this.

Box Liners Vary

Question 16. *What should be used for box liner—glassine or foil?*

Opinions on this varied, although the majority favored glassine. The expressions were as follows: "glassine and foil"; "glassine or heavy wax"; "liner should match box". Two firms indicated foil if expense permits.

Double Flange Box Favored

Question 17. *Should the box be plain wrapper top, or double or single flange?*

The use of a box with extension top and bottom was preferred by 62.5% of these package goods manufacturers for the best \$1.00 seller, although one qualified by saying it was optional. One, who undoubtedly was a retail manufacturer, indicated a plain wrapper type. Another said, "we use a variety of styles", while still another firm was more exacting, saying, "the box should be designed for that package exclusively."



Photo Courtesy "The American Box Maker"

The Old Brown Jug

The above illustration is an outstanding example of what can be done in novelty containers for candy packaging. This jug was designed as a container for Rum and Butter Toffees and was introduced by the Parisian Candy Co., of Seattle, Wash.

The container emulates all the characteristics of a typical brown jug of the old days.

The top is cast of plaster of paris, painted brown, and may be lifted out of the lower portion. The candy container part is a spiral wound paper tube, with an inset bottom.

The brown label is printed in dull gold, in old style lettering.

Modernistic Box Favored

Question 18. *Would you signify an all-over pattern design or a modernistic one?*

A modernistic box was indicated by 87.5% of the firms, although one said, "we use both", while another specified "conservative modernistic design". The manufacturer who specified an individualistic box under No. 17, above, did not signify the style but said, "select class of paper with dull finish."

Package Cost—10 to 20 Cents

Question 19. *What should be maximum price paid for box and findings?*

Answers to this question averaged around 15c; for example, 10c to 20c; 12c; 12c to 15c; 14c; 14c to 15c; 17c; 20c.

Wrap With Cellulose

Question 20. *Should box be wrapped in transparent cellulose?*

Eighty-seven and one-half per cent signified "yes", although it was pointed out by one that this was desirable for wholesale but not for retail. One manufacturer signified, "no". Undoubtedly he was a retail manufacturer.

Complete Cost Varies

Question 21. *What should be the maximum cost of complete package?*

Answers differed considerably on the question of complete cost. One manufacturer—we believe a wholesaler—said, "materials should cost 28c to 30c." Others indicated: 35c; 38c to 40c; 42c; "55c in most cases, but 50c would be better"; 55c; 60c.

Individual Container for Shipping

Question 22. *How should this box be packed for shipment—in individual container, or 3 to carton?*

Seventy-five per cent of the firms signified packing box in individual container. One indicated this and also 3 to carton, while another said that it depends upon the type of box.

Exchange of Ideas Valued

The interest of these manufacturers in exchanging ideas in this manner is exemplified by the following friendly letter:

"Dear Editor:

"Unfortunately, I was on my vacation at the time your letter and questionnaire were received. I hope it is not too late for inclusion of our answers in your summary, as we are anxious to exchange opinions in regard to merchandise of this character."

Editor's Note.—If others, who did not participate, wish to comment upon these questions, they will be most welcome to do so. If YOU wish to comment or suggest other subjects for round table discussions, let us hear from you!



Modernization By Degrees

Advantages in Changing Only Part of the Line at One Time

MODERNIZATION of a single package is one thing, and may be done to good advantage without hesitancy, but the complete change of an entire line of boxes all at one time is a question for deliberation, according to the views of Bunte Brothers, prominent manufacturers of a high-quality line of candy package goods.

Bunte Brothers are convinced that there is wisdom in redesigning only part of their line of 37 different packages at one time. While they believe much is to be gained in the presentation of a new box in the fresh, modern tone, such as their Dearette package reproduced above, they are not unmindful of the value of

the identity which they have established over a period of years with such other packages as their well-known Mi Choice package. A radical departure in the design of this box would be throwing overboard an invaluable consumer acceptance established in the past.

Recently, Bunte Brothers introduced eight new packages, five of which are designed in keeping with the modern trend. The remaining three are designed to appeal to the consumer with a taste for the old fashioned package.

The Dearette box is of extension edge type, lithographed in two tones of blue, silver, yellow and black. The figure in the center is beautifully done in Persian orange.



Eight New Boxes Have Been Added to the Line of Bunte Brothers' Packages, Shown in the Above Window Display Arranged for Christmas Sales. Instead of Throwing Overboard Their Identity Built Up Over Years, Only a Few Boxes Are Redesigned at a Time.

CANDY at 1934 World's Fair

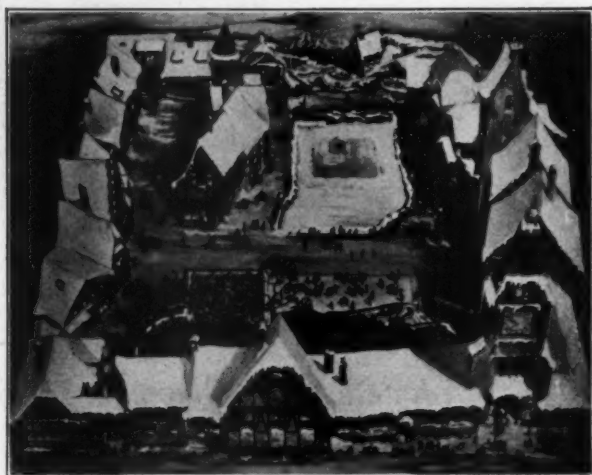
♦ **IMPROVEMENTS** found over last year in merchandising ... Bunte, Beich, Hershey, Schutter-Johnson, Walter Johnson, Williamson, Wrigley, together in sales exhibit operated by Canteen ... Mrs. Snyder features demonstration.

CANDY for all tastes is being exhibited and merchandised on a grand scale at the 1934 Century of Progress International Exposition in Chicago. At all strategic points, amidst the 84 miles of exhibits and eating places, candies are displayed before the thousands attending the Fair daily. Popular priced bar goods, novelty confections, and high-class candies—as well as some imported sweets—are all available.

Profiting by their experience and observations of last year, candy manufacturers adopted a number of new and improved methods of serving the fair-goers this year. Bar goods, for instance, which suffered from exposure to the hot sun on novelty stands last year, are now sold mainly from stands equipped with air-conditioned compartments. Besides the 40 United Cigar stands, village concessions, restaurants, and Walgreen Drug Stores, where a variety of bars are sold, two very pretentious cooperative merchandising exhibits handling the lines of a half dozen manufacturers are conducted by the Automatic Canteen Company of America. Then there are one hundred Automatic Canteen bar vending machines in convenient locations about the grounds.

Mrs. Snyder's Shop

The demonstration candy kitchen and retail shop of Mrs. Ora Snyder, well-known proprietor of high grade candy stores in Chicago, is a credit to the candy industry at the fair. Located at the 23rd street bridge, her splendid exhibit occupies four spaces. Within full view, candy makers are busy showing visitors how various candies are made. A plate glass partition separates the workers from the retail section, where prettily uniformed girls are selling candies and nuts and serving Mrs. Snyder's ice cream. Mrs. Snyder is on hand supervising activities most of the time. The shop is air-conditioned and decorated in a scheme of green, silver, black, and cerise.

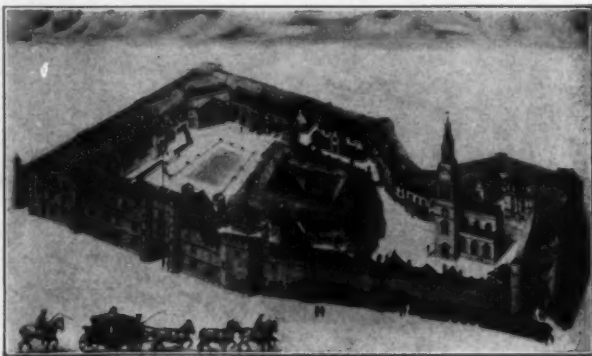


Black Forest Village, Most Popular of Foreign Concessions.

Canteen Concession Outstanding

This year six nationally-known candy manufacturers and one gum manufacturer appointed the Automatic Canteen Company of America to represent them with elaborate sales exhibits, where their lines are displayed in attractive manner. Walter Swanson, vice-president, is in charge. The manufacturers represented are: Bunte Brothers, Paul F. Beich Co., Hershey Chocolate Corp., Schutter-Johnson Candy Corp., Walter H. Johnson Candy Co., Williamson Candy Co., and Wm. Wrigley, Jr., Co.

The popular bars, package goods, and gum, of these concerns are shown in illuminated displays and sold from air-cooled cases. Refrigerated storage space also keeps these candies in perfect condition at all times. A taffy-pull-



"Merrie England" at A Century of Progress Exposition.



These are representatives of the wide variety of candies sold throughout the world's Fair Grounds at the various stands, exhibits and villages

ing machine is kept busy, and Hershey's milk shakes are dispensed here.

One of these fine concessions, 60 ft. by 20 ft., is in the Food Group, opening both within and outside the building. Trained girls, picked from 1,000 blondes, brunettes, and red heads, are in attendance. Another sales exhibit is in the General Exhibits Building.

Canteen also has a separate exhibit of its candy, gum, and nut merchandising machines in the Food building. This is headquarters for the machines operated on the grounds, which are serviced daily.

Heppe's Kandy Meat Market

The outstanding candy novelty exhibit of the World's Fair is the "Kandy Meat Market" in the Food Building, operated by John R. Heppe and Leroy Heppe, of Gloucester City, N. J., and Coney Island, N. Y. Here is displayed a gorgeous array of candy meats, vegetables, and fruits, realistically packed in baskets and packages of no end. Heppes were awarded a Gold Medal for having the finest display of its kind in the world and for the purity of their confections. They are made of butter cream, coconut, marshmallow, and marzipan. Name most anything in fresh foods, and you find it in candy form at this busy market.

Heppes are not only doing a big business over the counter, but their parcel post orders are said to be the largest of any stand at the

fair. Special mail trucks pick up packages here every two hours.

The originator of many of these novelty items was George Heppe, father of John, who was well known in the industry years ago. He is said to have patented the candy sausage in 1902.

Julia King's Concessions

Another candy sales exhibit in the Food Building is that of Julia King Candy Co., Chicago. Here fork-dipping of chocolates is done by attractive girl operators. Nuts are roasted hourly, and the products are on sale.

Julia King also has concessions in the Swiss Village, where Tobler's and Lindt's imported Swiss chocolates and other items are sold. In Old England, this firm has the English Sweet Shop, where imported toffees, hum-bugs, and the like are featured.

Curtiss' Midget City Shop

"The World's Smallest Candy Shop," operated and patronized by wee folks in the Midget Village, is promoted again this year by Curtiss Candy Co., featuring their line of 1c, 2c, and 5c candies exclusively. A midget Baby Ruth stand is also operated by a colored dwarf in the center of the village.

There are 37 Orange Crush beverage stands on the grounds handling Curtiss candy Fruit Drops. These stands are permitted to handle

View of Curtiss Candy Company's Baby Ruth Candy Shop—the "World's Smallest Candy Store"—in Midget City at A Century of Progress. As popular this year as it was last



one candy item. Other concessions featuring Curtiss products—such as Baby Ruth, Butter Finger, and Buy Jimminy—are: Streets of Paris, Chinese Village, Streets of Shanghai, Italian Pavilion, Holland Dutch Village, 'Dobe House Restaurant, Beach Midway House, Sears Roebuck's Roof Garden, 3 Walgreen Drug Stores, and 2 Thompson's Restaurants.

Curtiss also has Baby Ruth stands on the 18th Street Bridge outside the grounds, and at strategic points in Grant Park, adjoining the north end of the fair. This concern has not overlooked promotional opportunities, and has featured its Scotch Kiltie Band on numerous occasions at the exposition. Then sampling is done on board the Goodyear Blimps and Sikorsky airplanes at Pal-Waukee Airport, Inc., on the lake front.

General Cigar Stands

Approximately 25 General Cigar stands are located in prominent places about the grounds, on the counters of which cooled display stands featuring the following well known confections: Bunte's Tango bars and one or two other items, Hershey's Chocolate bars, Mason's Peaks, Schutter Johnson's Old Nick, Bit O Honey, and Orange Grove; and Williamson's Oh Henry and Amos 'n Andy, Life Savers, etc.

Display dummies are used out in the open on warm days, while the stock is kept cooled with dry ice at a temperature of 65 to 70 degrees.

Walgreen's Drug Store Stands

Candy is given a good play at Walgreen's Drug Stores, too. Here an extensive line of

bars are offered to visitors who come in to rest and enjoy refreshments. Besides package goods under their own name, we find the following:

Wilbur-Suchard Chocolate Bars, Reed's Butterscotch, Mars Bars, Kimbell's Coconut Tea Biscuit, Nestle Chocolate Bars, Williamson's Oh Henry, Sweets Company of America Tootsie Rolls, National Licorice Nibs, Heide's Jujubes, Mason's Peaks and Mounds, Beich's Pecan Roll, Schutter's Bit O Honey, Beech Nut line, Life Savers, Wrigley's and American Chicle Gum, and Planters Peanuts. Other items may have escaped our notice, in which case we apologize for the oversight.

Foreign Villages

Candy concessions are found in all the foreign villages. Conditions and arrangements between candy manufacturers and concessionaires changed during the progress of the World's Fair, hence we may be somewhat inaccurate in all details.

It was understood, however, that Bunte and Wrigley had exclusive arrangements for sale of their products on the candy stands in the Italian Village, Hawaiian Village, Old Mexico, Merrie England, and shared with others in the Black Forest, Streets of Paris, and Streets of Shanghai. Bunte also has exclusive with Victor Vienna.

A stand in the Streets of Shanghai displayed Mars' Milky Way, Williamson's Oh Henry, Clark's Zag Nut Bar, Hersheys, Bars.

Foreign candies were available in some of these village shops, amidst picturesque settings.

Life Savers, besides displayed at Walgreen's,



Everything here, in meats, vegetables and fruits, made of pure candy—Heppe's, of Gloucester City, N. J., won Gold Medal as the world's most outstanding exhibit of its kind. This is in the Food Building on the island

General Cigar stands, and by Canteen, were found in all of the some 200 restaurants on the grounds.

Quaker Oats Company had an interesting demonstration of making Puffed Rice candy in their extensive exhibit in the Food Building. John M. Flynn is in charge of candy making, while Sam Stone, Advertising Manager, is in charge of the full exhibit.

The 16th Street Bridge Nut Shop, under T. A. Loveland, has a high class line of nuts which includes nut-filled candies. Jordan Almonds are by Robert A. Johnston of Mil-

waukee, and cream filberts and burnt peanuts are supplied by Peanut Specialty Co., Chicago.

Honeycrisp Health Candy Co., Chicago, features Billie Mae's Peanut Brittle in packages in the Horticultural exhibit.

Michael Decany, called "the King of Candy Makers and Candy Maker for Kings" in Europe, and now operating a high class shop in Chicago under the name of Decany Candies, Inc., supplies European type packages to concessions in the Swiss Village, Black Forest Gift Shop, Old Heidelberg, and the Doodle Bug Bar at the Hiram Walker concession.



Six Field Men Appointed by Candy Manufacturers' Code Authority

ANNOUNCEMENT of the appointment of six Field Men to work in various sections of the country on Code observance, has been made by the Code Authority of the Candy Manufacturing Industry.

These representatives will serve under the jurisdiction of the Managing Director of the Industrial Recovery Division of the National Confectioners' Association—Pat Taft—and the Assistant Managing Director, Max Burger. The N. C. A. is acting as the agency for Code administration.

The Field Men appointed have been assigned to Zones in the East, South, and West. Additional appointments for the Pacific Coast states will be made in the near future.

The newly appointed representatives and the Zones which they will serve, are as follows:

- Zone 1—Walter H. Belcher, Boston, Mass.
- Zone 2—William Kimberly, New York City.
- Zone 3—Francis E. King, Baltimore, Md.
- Zones 5, 6, 10—Robert W. Peery, Chattanooga, Tenn.

Zones 8, 9—Louis J. Maschka, Minneapolis, Minn.

Zone 12—L. C. Blunt, Denver, Colo.

"These men are now active in the field, conducting meetings to educate the industry with reference to code observance," said Mr. Burger, at N. C. A. Headquarters in Chicago. "They are also contacting individual manufacturers, and are generally organizing the industry for administration of the code," Mr. Burger declared.

Plan for Trade Practice Complaints Soon to Be Announced by Manufacturers' Code Authority

EXPECTATIONS are that the Code Authority for the Candy Manufacturing Industry will soon be in a position to announce a plan which is now under consideration for handling trade practice complaints.

As promptly as the administration approval of the plan is received, the industry machinery will function to bring about code observance.

Minutes of the Code Authority meetings must also be approved by NRA administrators, hence the Code Authority is unable to release further information until approval has been obtained from Washington.

At this point it should be recommended that the design and development of the package should be entrusted to a competent designer or package manufacturer. In the case of the designer, he should work closely with the package material converter or manufacturer in order to obtain the greatest economy in color combinations and materials used.



Suchard has revamped its packages for its well-known Chocolate Pastilles, introducing the new 5c cellulose covered boats shown at the left, to replace the 5c round box born of the depression three years ago. Visibility of the contents in the new tray packages should prove stimulating to sales. With dimes in circulation again, Suchard's 10c box of Pastilles also appears in a new striking dress, more modern in appearance.

Photo Courtesy "Shears"

Juvenile Christmas Boxes

Conventional Designs Hold Most Appeal

By C. S. REID

THE past few years have brought many new packaging methods into the confectionery field. The packages themselves have changed with respect to style, design and even materials. Of course the trend has been the same in other fields, and folding cartons have proved unusually versatile in solving difficult packaging problems.

However, in spite of the various changes in merchandising methods and packaging requirements, it has been found that a few cartons are rather immune to rapid changes and sudden style trends. One of these folding cartons is the tape handle holiday confection box for children. Over a period of years this has not greatly changed in style. Experiments with newer shapes and styles have led to the conclusion that the standard sizes and shapes in this type of juvenile package are fundamentally correct.

Many years of experience have proved that even the printed designs are most successful when involving the conventional Christmas characteristics; such as Santa Claus, holly and similar symbols. This adherence to convention is probably due to tradition and many have found it good merchandising to preserve this tradition. Jolly old Santa with his reindeer and the adorning sprigs of holly still symbolize Christmas, and in their appeal to the kiddies seem as little influenced by style trends as is the traditional Christmas tree.

The little tape handle box is usually available in half-pound and pound sizes, colorfully printed in many different designs and is equipped with a cloth tape handle for convenient carrying by children or for hanging on Christmas trees. Especially during the past two years, these satchel-type boxes have gained in popularity and have proved their merchandising power in building new candy sales during the holiday season.

The possibilities of these boxes when displayed on retail counters have long been recognized. Large department stores and even the neighborhood druggists and grocers are using them to stimulate sales of their Yuletide confections.

The candy manufacturer has successfully worked these boxes into retail channels, either

(Turn to page 59)



Photos Courtesy Container Corp. of America.



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Bars and Penny Pieces

Code 9A 34

Nut Bar—2¼ oz.—5c

(Purchased in a cigar store, Boston, Mass.)

Appearance of Bar: Good. Two chocolate coated bars. Printed Cellophane wrapper.

Coating: Light; fair.

Center: Peanuts, fudge and caramel.

Color: Good.

Texture: Good.

Taste: Fair.

Remarks: Peanuts tasted old, which spoiled the taste of the bar. Coating had a very cheap taste.

Code 9B 34

Molasses Bar—2 oz.—5c

(Purchased in a candy store, Boston, Mass.)

Appearance of Bar: Good. Glassine wrapper printed in red and blue.

Color: Too light for molasses.

Texture: Good.

Taste: No molasses could be tasted.

Remarks: This is a good eating bar and is a good size bar, but it needs considerable more molasses to make it taste like a molasses bar.

Code 9C 34

Nougat Bars—2 pieces—2 oz.—5c

(Purchased in a cigar store, Boston, Mass.)

Appearance of Bars: Good. Two bars in a printed boat, Cellophane wrapped.

Coating: Light; fair.

Center: Chocolate and vanilla light nougat, with Brazil pieces.

Colors: Good.

Texture: Good.

Taste: Good.

Remarks: This would be a good tasting bar if coating was good. Coating had a very cheap taste.

Code 9D 34

Pecan Nougat and Caramel—2½ oz.—5c

(Purchased in a drug store, Boston, Mass.)

Appearance of Bar: Good. Printed Cellophane wrapper. Piece is made of nougat center dipped in caramel and chopped pecans on top.

Pecans: Good.

Caramel: Good.

Center: Good.

Taste: Good.

Remarks: This is a good eating bar. One of the best of this kind the Clinic has examined this year.

Code 9E 34

Penny-Ade—In bottle—1c

(Purchased in a candy store, Boston, Mass.)

Appearance of Piece: New, different and novel. While this piece is not a candy, it is sold where penny candies are sold. The bottle is made of paraffine and filled with a fruit liquid. The idea being to empty bottle into a half glass of water and add sugar. Liquid is lemon syrup.

Color: Good.

Taste: Good for this price.

Remarks: This is something entirely new in a penny piece and no doubt will go over big with the kiddies. Each bottle has a tag on it with printed instructions of how to make the drink.

Code 9F 34

Chewing Gum—No weight—1c

(Purchased at a candy stand, Nashua, N. H.)

Appearance of Piece: Good.

Size: Good.

Wrapper: Wax, printed.

Color: Fair.

Texture: Good.

Flavor: Good.

Remarks: Piece had a dirty color, otherwise it is a good chewing 1c gum.

Code 9G 34

Milk Chocolate Caramel and Peanut Bars—2¾ oz.—5c

(Purchased in Chicago, Ill.)

Appearance of Bars: Good.

Chocolate Coating: Good.

Center: Caramel; good.

Peanuts: Not roasted enough.

Texture: Good.

Remarks: Suggest peanuts be roasted higher, also suggest a waxed piece of board be put between the bars as they were stuck together.

Code 9H 34

Milk Chocolate and Peanut Bar—⅝ oz.—1c

(Purchased at a candy stand, Nashua, N. H.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Inside white, printed paper outside.

Color: Good.

Texture: Good.

Taste: Good.

Moulding: Good.

Remarks: This is a good 1c chocolate peanut bar.

Code 9I 34

Peanut Butter Chip—1¼ oz.—1c
(Purchased at a candy stand, Nashua, N. H.)

Appearance of Chip: Good. Chip is made of a chewy jacket and filled with peanut butter.

Size: Good.

Wrapper: Printed glassine.

Jacket: Fair.

Center: Fair.

Remarks: Piece had an off taste. Peanut butter was not good; jacket had a bad tasting flavor.

Code 9J 34

Nougat Bars—5c

(Purchased in Chicago, Ill.)

Appearance of Bars: Good. Bars are a light nougat dipped in milk chocolate.

Wrapper: Printed glassine.

Coating: Good.

Center—

Texture: Good.

Taste: Good.

Remarks: This candy is not up to the standard that this company was putting out a year ago. Coating is very thin and center is not as good as it was.

Code 9K 34

Honey Bar—2 oz.—5c

(Purchased in a department store, Chicago, Ill.)

Appearance of Bar: Good. Printed glassine wrapper.

Color: Good.

Texture: Good.

Taste: Fair.

Remarks: Bar had a scorched taste, no honey could be tasted. Suggest a good honey flavor be used.

Code 9L 34

Almond Bar—2 oz.—5c

(Purchased at an "L" stand, Chicago, Ill.)

Appearance of Bar: Good.

Wrapper: Printed glassine.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: This is a good eating bar of this kind.

Code 9M 34

Fudge Bar—3 oz.—5c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Bar: Good. Bar is made of a fudge and peanut caramel, coated with light coating.

Wrapper: Printed glassine.

Coating: Very cheap tasting.

Center—

Fudge: Fair.

Caramel: Good.

Peanuts: Good.

Remarks: The coating is of the cheapest kind, fudge is not up to standard.

DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.
—Editor.

Code 9N 34

English Toffee—1¾ oz.—5c

(Purchased at a candy stand, San Francisco, Calif.)

Appearance of Bar: Good. Printed Cellophane wrapper. Bar is a crunch bar coated with light coating and covered with nuts.

Coating: Fair.

Center Texture: Good.

Color: Too light.

Flavor: Poor; tasted as if it were made with a cheap oil or fat.

Remarks: This bar is not up to the standard of this kind of candy.

Code 9O 34

Hard Candy and Peanut Bar—No weight—1c

(Purchased in a candy store, San Francisco, Calif.)

Appearance: Good for a 1c seller. Printed wax wrapper. Bar is made of a hard candy chip filled with peanut butter.

Jacket—

Color: Good.

Texture: Good.

Taste: Good.

Peanut Butter Center: Good.

Remarks: This is a good eating 1c piece.

Code 9P 34

Cream Bar—2 oz.—5c

(Purchased at a candy stand, San Francisco, Calif.)

Appearance of Bar: Good. Wax paper wrapper, outside wrapper of Cello-

phane, red and gold seal. Bar is made of a large pineapple cream center with a very thick milk chocolate nut coating.

Coating: Good.

Center: Good.

Remarks: This bar is different and is a good eating 5c bar.

Code 9Q 34

Marshmallow Bar—2 oz.—5c

(Purchased at a candy stand, San Francisco, Calif.)

Appearance of Bar: Good. Printed glassine wrapper. Bar is made of a chocolate marshmallow center dipped in chocolate and rolled in white coconut.

Coating: Fair.

Coconut: Good.

Center: Good.

Remarks: This is a good eating marshmallow bar.

Code 9R 34

Iced Fudge Bar—2 oz.—5c

(Purchased at a department store, Chicago, Ill.)

Appearance of Bar: Good.

Wrapper: Cellophane, black and gold seal.

Coating: Fair.

Color: Slightly off-white.

Center—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: Fudge center is good but coating needs checking up.

Code 9S 34

Coated Hard Candy and Peanut Butter—2½ oz.—5c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Bar: Good.

Wrapper: Printed glassine.

Coating: Light; fair.

Center: Hard candy and peanut butter; fair.

Remarks: The coating of this bar is not up to standard. Center lacked peanut butter taste. When this bar is made of good peanut butter and milk coating it is a good eating bar.

Code 9T 34

Toasted Coconut Cake—2 oz.—5c

(Purchased in Chicago, Ill.)

Appearance of Bar: Good.

Wrapper: Printed Cellophane.

Color: Good.

Texture: Good.

Taste: Fair.

Remarks: Bar is not up to standard. It had an off-taste.

Code 9U 34

Chocolate Marshmallow Bar—3 oz.—5c

(Purchased in a candy store, Chicago, Ill.)

Appearance of Bar: Good. Printed foil wrapper.

Chocolate Coating: Very cheap tasting.

CLINIC SCHEDULE FOR 1934

Manufacturers Invited to Submit Samples

IN ANNOUNCING its schedule of the various types of candies to be analyzed and discussed by the Clinic each month during 1934, the MANUFACTURING CONFECTIONER invites candy manufacturers desiring an impartial appraisal of their samples to send two of each item to its publication offices, 1140 Merchandise Mart, Chicago, by the 10th of the month preceding the month each type is to be discussed. The retail price range should be mentioned. This service will be extended to subscribers without charge. Identifications are confidential.

Clinic schedule for 1934 is as follows: **JANUARY**—Holiday Packages; **FEBRUARY**—Hard Candies, 10c—15c—25c Packages Different Kinds of Candies; **MARCH**—Assorted 1-pound Boxes of Chocolate up to \$1.00; **APRIL**—Easter Packages, Moulded Goods, Chocolate Bars; **MAY**—\$1.25—\$1.50—\$2.00 Chocolates; **JUNE**—Marshmallows, Fudge, Caramels; **JULY**—Gums, Jellies, Undipped Bars; **AUGUST**—Summer Candies and Packages; **SEPTEMBER**—All Bar Goods, 5c numbers, 1c pieces; **OCTOBER**—Salted Nuts and Chewy Candies; **NOVEMBER**—Home Made, Cordial Cherries, Panned Goods; **DECEMBER**—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages.

Center—

- Marshmallow: Fair.
- Cream Base: Fair.

Remarks: The coating had a bad taste. The marshmallow is not up to standard. Cream hard and tasteless, peanuts soft. Not a good eating bar.

Code 9V 34

Milk Chocolate Peanut Caramel Bar—2½ oz.—5c

(Purchased in a candy store, Chicago, Ill.)

Appearance of Bar: Good.
Wrapper: Printed Cellophane and wax.
Coating: Light; fair.

Center—

- Caramel: Good.
- Peanuts: Good.
- Fudge: Good.

Remarks: This is a large bar and had a good taste except the coating, which had a cheap taste.

Code 9W 34

Chocolate Coated Nougat Bar—2 oz.—5c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Bar: Good.
Wrapper: Printed glassine and colored Cellophane.
Coating: Dark; fair.
Light Nougat Center—
Texture: Good.
Taste: Good.

Remarks: Center of bar is good but coating is very cheap tasting.

Code 9X 34

Milk Chocolate Coconut Bar—2¼ oz.—5c

(Purchased in a department store, Chicago, Ill.)

Appearance of Bar: Good.
Wrapper: Printed Cellophane.
Milk Almond Coating: Good.

Coconut Center—

- Texture: Good.
- Taste: Good.
- Color: Good.

Remarks: This is one of the finest milk chocolate coconut bars on the market.

Code 9Y 34

Chocolate Coated Peanut Nougat Bars (2)—2¾ oz.—5c

(Purchased in a department store, Chicago, Ill.)

Appearance of Bars: Good.
Coating: Fair.

Center—

- Color: Good.
- Texture: Good.
- Taste: Good.

Remarks: Coating on this bar is not up to the standard used on 5c bars.

Code 9Z 34

Butter Balls—2 for 1c

(Purchased in a candy store, San Francisco, Calif.)

Appearance of Balls: Good. Printed wax wrappers.
Color: Good.
Texture: Good.
Flavor: Good.

Remarks: These are good butterscotch balls for the price of 1c.

Code 9aa 34

Lime Pop on Stick—1c

(Purchased in a grocery store, San Francisco, Calif.)

Appearance of Pop: Good for a 1c seller. Cellophane wrapper.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: This is a good size pop and of good quality for a 1c seller.

Code 9bb 34

Lemon Roll—¾ oz.—1c

(Purchased at a stand in Nashua, N. H.)

Size of Package: Good.

Appearance of Package: Good; 14 pieces. Piece is made in a round shape of powdered sugar, wrapped in colored Cellophane, outside wrapper of colored printed paper.

Texture: Good.

Flavor: Poor.

Color: Good.

Remarks: This is a good eating wafer but lemon flavor is of the cheapest kind—but too much can not be expected for 1c.

Code 9cc 34

Milk Chocolate Bar—7/16 oz.—1c

(Purchased at a candy stand, Nashua, N. H.)

Appearance of Bar: Good. Inside wrapper of foil, printed colored glassine wrapper on the outside.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Moulding: Good.

Remarks: This is one of the best 1c pieces of milk chocolate the Clinic has examined this year.

Code 9dd 34

Caramel Stick—No weight—1c

(Purchased at a candy stand, New York City.)

Appearance of Stick: Good. Printed wax wrapper.

Color: Good.

Texture: Good.

Taste: Good.

Center: Vanilla chewy taffy; good.

Remarks: This is a good eating caramel piece.

Code 9ee 34

Molasses Peanut Chip—No weight—2 for 1c

(Purchased in a candy store, New York City.)

Appearance of Piece: Good. Printed wax wrapper.

Color of Chip: Good.

Texture: Good.

Taste: Good.

Peanut Butter Center: Good.

Remarks: This is a good eating 1c piece.

Code 9ff 34

Nougat Bar—No weight—1c

(Purchased in a candy store, New York City.)

Appearance of Piece: Good. Printed wax wrapper, printed paper band outside.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating nougat bar at the price of 1c.

Code 9gg 34

Coconut Blocks—1¾ oz.—5c

(Purchased in a candy store, New York City.)

Appearance of Package: Good; 6 coconut squares in a boat, printed Cellophane wrapper.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: A very fine eating coconut piece, neatly put up.

Code 9hh 34

Chocolate Marshmallow Bar—No weight—1c

(Purchased in a candy store, New York City.)

Appearance of Bar: Good. Green foil wrapper.

Coating: Dark; good for this priced candy.

Vanilla Marshmallow Center—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is one of the best 1c marshmallow bars examined by the Clinic this year. Very little if any profit can be made on a bar of this size.

Code 9ii 34

Peanut Chew—⅝ oz.—1c

(Purchased in a candy store, New York City.)

Appearance of Bar: Good. Printed glassine wrapper.

Coating: Light.

Texture: Good.

Taste: Good.

Remarks: This is a good eating 1c peanut chew.

Code 9jj 34

Toffee Pop—¾ oz.—1c

(Purchased in a candy store, New York City.)

Appearance of Pop: Good. Printed wax wrapper.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good size and good eating toffee pop.

Code 9kk 34

Milk Chocolate Peanut Chew—2 oz.—5c

(Purchased at a candy stand, New York City.)

Appearance of Package: Good; four pieces on a tray, printed foil wrapper.

Coating: Milk; good.

Center—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating peanut chew.

Code 9ll 34

Cream Caramels—2 oz.—5c

(Purchased at a cigar stand, New York City.)

Appearance of Package: Good. Printed Cellophane wrapper; ten caramels on a tray.

Vanilla Caramels—

Color: Good.

Texture: Good.

Taste: Good.

Chocolate Caramels—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is one of the best caramel packages examined by the Clinic this year.

Code 9mm 34

Black Walnut Chew—2¼ oz.—5c

(Purchased at a candy stand, New York City.)

Appearance of Bar: Good; Cellophane wrapper printed in gold, inside wrapper brown wax paper.

Chocolate Coating: Light; good.

Center: Chewy taffy with peanuts, black walnut flavor.

Texture: Good.

Taste: Good.

Peanuts: Good.

Remarks: This is a good eating bar and has a very neat Cellophane wrapper.

Code 9nn 34

Chocolate Fudge Bar—3 oz.—5c

(Purchased at a cigar stand, New York City.)

Appearance of Bar: Good. Cellophane wrapper, blue and white seal.

Color: Good.

Texture: Good.

Fruit: Good.

Taste: Fair.

Remarks: Bar looked like chocolate but did not taste like chocolate; not up to standard.

Code 9oo 34

Chocolate Coconut Bar—2¼ oz.—5c

(Purchased at a cigar stand, New York City.)

Appearance of Bar: Good. Printed Cellophane wrapper. Bar is a chocolate coconut paste with Brazil nuts.

Color: Good.

Texture: Good.

Brazils: Good.

Taste: Good.

Remarks: This is a good eating coconut Brazil bar.

Code 9pp 34

Iced Nougat Bar—2¼ oz.—5c

(Purchased at a news stand, New York City.)

Appearance of Bar: Good. Printed glassine wrapper.

Coating—

Taste: Fair; had an off-taste.

Center—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating light nougat bar but coating is not right.

Code 9qq 34

Chocolate Bar—1 oz.—5c

(Purchased at a candy stand, New York City.)

Appearance of Bar: Good. Printed Cellophane wrapper. Seven pieces of chocolate coated hard candy sponge

Coating: Dark; fair.

Center—

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: This is a good eating mint, krisp, but coating is not up to standard.

Code 9rr 34

Chocolate Cream Bar—1¾ oz.—5c

(Purchased at a candy stand, New York City.)

Appearance of Bar: Good. Green foil wrapper, printed paper band.

Chocolate Coating: Dark; good for this priced candy.

Vanilla Cream Center—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is one of the best cream cakes that the Clinic has examined for some time.

Code 9ss 34

Chicken Corn—2½ oz.—5c

(Purchased at a cigar stand, New York City.)

Appearance of Package: Good. Printed Cellophane bag with a board bottom.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating corn.

Code 9tt 34

Iced Peanut and Fudge Bar—2¼ oz.—5c

(Purchased at a candy stand, New York City.)

Appearance of Bar: Good. Cellophane wrapper, gold printed band.

Coating: Sour.

Peanuts: Bad.

Center: Sour.

Remarks: This bar was either old or not made right as it was not fit to eat.

Code 9uu 34

Mint Yeast Roll— $\frac{1}{4}$ oz.—5c

(Purchased in a candy store, New York City.)

Appearance of Package: Good but small. Piece is mint wafer flavored peppermint; 14 pieces. Foil wrapper, printed paper outside wrapper.

Color of Piece: Good.

Texture: Good.

Taste: Good for this type of candy.

Remarks: This is more a medicated candy than anything else. Flavor is good for a yeast candy.

Code 9vv 34

Nuts and Fruits— $1\frac{1}{2}$ oz.—5c

(Purchased in a candy store, New York City.)

Appearance of Package: Good; five pieces of chocolate on a tray, printed Cellophane wrapper.

Coating: Light and dark; badly flavored.

Centers—

Brazils: Good.

Raisin Cluster: Good.

Date: Good.

Pineapple Core: Fair.

Remarks: Coatings were of the cheapest kind and had a very poor taste.

Code 9yy 34

Chocolate Coconut—3 oz.—5c

(Purchased at a candy stand, New York City.)

Appearance of Bars: Good; two bars on a tray. Printed glassine wrapper, Cellophane window.

Coating: Dark; fair.

Coconut Center—

Color: Good.

Texture: Good.

Taste: A trifle rancid.

Remarks: This is a large bar but is of cheap quality. Center needs checking up, also coating.

Code 9zz 34

Gum—No weight—1c

(Purchased at a candy stand, Nashua, N. H.)

Appearance of Piece: Good.

Size: Good.

Wrapper: Printed wax paper.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: This is a good eating piece of gum.

Code 9aaa 34

Assorted Maple Candies—1 lb.— No price

(Sent in for analysis.)

Appearance of Box: Good.

Box: Two-layer, buff color, tied with silk ribbon, Cellophane wrapper.

Appearance of Box on Opening: Good.
Contents—

Eric Lehman Chats on

Bars and Penny Pieces

IN ANALYZING bar goods this month, the Clinic finds that with but a few exceptions, bars are not up to the standard they were a year or two ago. In many cases, too, the bars are smaller. We find only a few 3 ounce or $3\frac{1}{2}$ ounce bars. Most of the bars run between 2 and $2\frac{1}{2}$ ounces.

Some of the bars that were very fine eating a year or so ago are now made of cheap raw materials. A very fine eating bar that contained a good amount of almonds is now filled with Spanish peanuts and has about one-half the amount of coating it formerly had.

Some bars that were covered with a good real milk coating are now being coated with the cheapest kind of so-called light coatings. It is noticeable, on many wrappers, that the word chocolate does not appear at all.

No doubt the situation causing all this is the old story: large volume of business but little or no profit, so the quality is taken out of the bar. This has been tried many, many times but always has failed. The consumer is looking for quality in a 5 cent piece of candy as well as in a box of candy. Why not a smaller bar and make it good?

Coconut bars are also among the bad actors. Most of the coconut bars examined this month were rancid or had started to turn rancid.

Despite the substandard goods on the market, there are still some quality items being manufactured. It is a pleasure to pick up some of the bars that are made by some of the old manufacturers. The centers, coatings, flavors, nuts, etc., remain the same year after year. A large number of candy houses have closed the past few years and there are some more that are "hanging on," but the old reliable manufacturers who turn out quality candies at a fair price, who give no free goods, consignment of goods, cut prices, etc., etc., will be doing business at the old stand for years to come. It will not be long, however, before the "Chiselers" will pass out of the candy business.

We find some very fine penny pieces. In fact, in some cases, we find better quality in penny pieces than we do in the 5 cent bars. The profit on some of the penny pieces is very small and in some there can not be any profit. Selling six to eight pounds of candy (120 count) at 60 or 64 cents cannot show much profit, if any.

Foil Wrapped Maple Walnut Fudge:
Good.

Maple Chewey Kises: Good (wax wrapper).

Maple Caramel: Good.

Assorted Crystallized Creams: Good.

Pecan Top Cream Wafer: Good.

Maple Nut Nougat: Good.

Assortment: Too small.

Remarks: This candy has an exceptionally fine true maple sugar flavor, the finest maple candies the Clinic has examined for some time. The color of the creams is very good. The crystal is exceptionally good as it is made from maple sugar.

Remarks: This is a very fine eating maple walnut fudge. Fudge has an exceptionally fine maple flavor which is seldom found in maple fudge. This fudge, no doubt, is made of a very fine maple sugar.

Code 9ccc 34

Maple Sugar Cream Bar— 2 oz.—10c

(Sent in for analysis.)

Appearance of Bar: Good. Printed Cellophane wrapper. This is a maple sugar cream bar crystallized.

Color: Good.

Texture: Good.

Maple Flavor: Very good.

Crystal: Very good.

Remarks: This is a very fine eating maple cream bar, one of the best that the Clinic has examined for some time. The flavor is exceptionally good. Crystal is very good. Suggest bar be made a trifle larger, as it looks small. Thickness of bar may be cut down and made longer.

Code 9bbb 34

Maple Walnut Fudge— $\frac{1}{2}$ lb. box. —No price

(Sent in for analysis.)

Contents: Fudge cut in squares and wrapped in Cellophane.

Color: Good.

Texture: Good.

Flavor: Very good.

1934 SEPTEMBER 1934

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

1934 OCTOBER 1934

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

The CANDY MAN'S CALENDAR

September

9th Month

30 Days { 5 Saturdays
5 Sundays

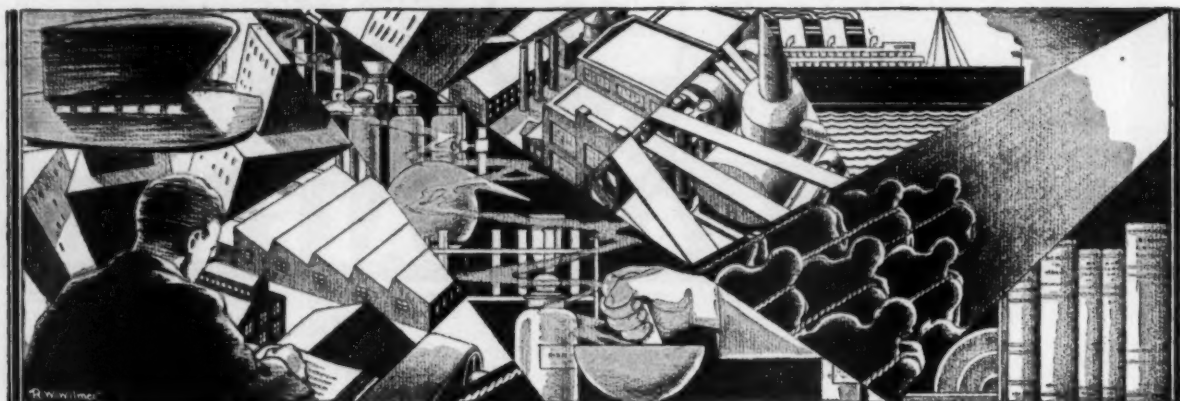
Day of Month	Day of Week	EVENTS
3	M	Labor Day.
5	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1706 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.—Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Maryland.
6	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)
7	F	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Kentucky.
8	Sa	Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
10	M	Monthly meeting the Candy Production Club of Chicago, De Met's, 1 N. La Salle St., Chicago.—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.
11	Tu	Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.
12	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.
15	Sa	Sweetest Day just a month off!
17	M	Bi-monthly meeting Chicago Candy Club, Maryland Hotel, Chicago.
18	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.
20	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month).—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.
22	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.
24	M	Boston Conference on Distribution, Hotel Statler, Boston.
25	T	Be ready with your Hallows'en novelties—it's only a month away.
27	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.

October

10th Month

31 Days { 4 Saturdays
4 Sundays

Day of Month	Day of Week	EVENTS
1	M	Monthly meeting the Candy Production Club of Chicago, DeMet's, 1 N. LaSalle St., Chicago.—Monthly meeting Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.—Chicago Candy Club bi-monthly meeting, Maryland Hotel, Chicago.—23rd Annual Safety Congress and Exposition, Cleveland, O.
3	W	Monthly meeting Retailers Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1706 North Broad St., Philadelphia.—Weekly meeting (every Wednesday evening) Merrimac Valley Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.—Weekly meeting Colorado Confectioners' Association, Chamber of Commerce, Denver (every Wednesday).—Monthly meeting Southern N. E. Wholesale Confectioners' Assn., Inc., Remington Hall, Y. M. C. A., Fall River, Mass.
4	Th	Weekly meeting Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.—Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati.—Weekly meeting Keystone Jobbing Assn., Chamber of Commerce Bldg., Scranton, Penn. (Weekly, 7:30 p. m.)
5	F	Weekly meeting Utah Manufacturers' Assn. (each Friday), Salt Lake City, Utah.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
7	S	Annual meeting Direct Mail Advertising Assn., Hotel Statler, Boston, Mass.
9	Tu	Monthly meeting Conf. Buying Assn., 17 E. Austin Ave., Chicago.
10	W	Monthly meeting Manufacturing Confectioners of Baltimore, Hotel Emmerson, Baltimore, Md.
13	Sa	Monthly meeting Kansas City Candy Club, Pickwick Hotel, Kansas City, Mo., in the evening.
15	M	Bi-monthly meeting Chicago Candy Club, Maryland Hotel, Chicago.—Annual meeting of Outdoor Advertising Assn. of America, Chicago.
16	Tu	Monthly meeting of Candy Executives' and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.
18	Th	Monthly meeting the New York Candy Club, Inc., Masonic Temple, N. Y. C.—Bi-monthly meeting Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, N. Y. C. (middle and last of month).—Monthly meeting Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City, Utah.
25	Th	Monthly meeting of Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.—N. J. Wholesale Confectioners Board of Trade, Hotel Douglas, N. J.
27	Sa	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Penn.
30	Tu	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.
31	W	National Foreign Trade Council annual meeting, Hotel Commodore, New York.



Monthly Digest of CURRENT TECHNICAL LITERATURE

Pectin Studies



R. Stuewer, N. M. Beach, and
A. G. Olsen, *Ind. & Eng. Chem.*
Anal. Ed. 6, 2, pp. 143-146.

THE interrelationship of acid concentration, sugar concentration, and pectin concentration in apple pectin jellies is discussed. Optimum pH varies with the concentration of acid and of pectin. Apple and citrus pectins of the same grade do not give the same gelometer readings. A new method of evaluating apple pectin is described.

Pumpkin Oil Has Possibilities

Rudolf Seiden, *News Edition*,
Ind. & Eng. Chem. 12, 9, p. 175.

OIL suitable for use in canning and in preserves has been derived from a creeping, rindless species of pumpkin, according to a report made recently to the Academy of Sciences at Vienna. The seeds may be utilized in place of almonds. Pumpkin oil is at present used to a large extent in Syria.

Blue Light Speeds Rancidity



Mayne R. Coe, Bureau of Chem-
istry and Soils, U. S. Department of
Agriculture.

FURTHER work on the spoilage of foods has revealed that rays of light at the blue end of the spectrum are responsible for much of the spoilage commonly termed rancidity. Development of rancidity in oil-bearing foods is largely prevented in black wrappers and wrappers of chlorophyll green hue. The protection afforded by the different colors followed the order: black, chlorophyll green, medium red, orange red, red, dark yellow, tinted yellow, blue.

Storage Changes in Eggs

U. S. Department of Agriculture,
Clip Sheet 833.

DETERIORATION of egg products in storage is due to "self-digestion." Trypsin, one of the digestive enzymes in the pancreatic juice of the human body, is present in egg white and responsible for the changes which occur in this product when it is stored for several months. Injecting trypsin into fresh eggs with a hypodermic needle makes the whites thin and watery and the yolks fragile within forty-eight hours. Further study is needed to provide a means of inhibiting the action of this enzyme in stored egg products used in the confectionery industry.

Chocolate



N. V. *Algemeene Beleggings*
Maatschappij. French Patent 759,-
074 (1934).

FLUIDITY is obtained by using a compound which is prepared by causing a polyhydric alcohol, a compound introducing an acid radical containing phosphorous and oxygen, and fatty acids or oils to interact.

New Mold for Gluconic Acid

U. S. Department of Agriculture,
Clip Sheet 834.

THE manufacture of gluconic acid from dextrose through the action of a mold known as *Penicillium luteum purpurogenum* was hailed five years ago as a forward step in increasing the supply and variety of food acids available to the confectionery manufacturer. Word now comes from the department that another mold, *Penicillium chrysogenum* is more reliable, easier to handle and productive of substantially increased yields. The candy industry will hear more of these mold acids as the new methods of manufacture gradually force price levels downward.

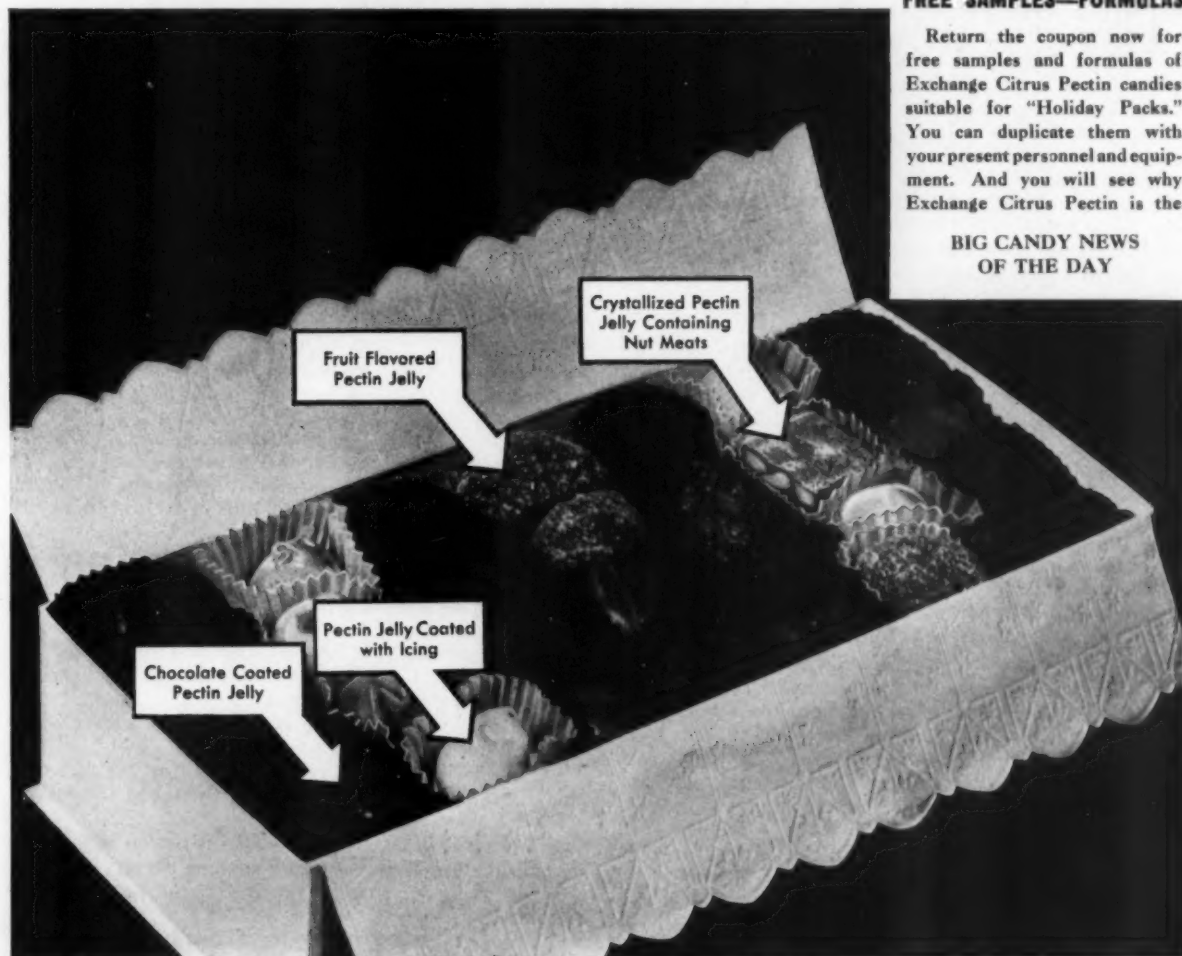
Follow the trend

Confectioners the world over recognize consumer appeal in
EXCHANGE CITRUS PECTIN CANDIES—*delicious*
 —*appetizing*—*healthful*—*with a definite repeat value*—

FREE SAMPLES—FORMULAS

Return the coupon now for free samples and formulas of Exchange Citrus Pectin candies suitable for "Holiday Packs." You can duplicate them with your present personnel and equipment. And you will see why Exchange Citrus Pectin is the

**BIG CANDY NEWS
 OF THE DAY**



Exchange

CITRUS PECTIN
 for
 CONFECTIONERS

CALIFORNIA FRUIT GROWERS EXCHANGE
 Products Dept., Sec. 209, Ontario, Calif.

Please send samples and formulas of Exchange Pectin Candies suitable for "Holiday Packs."

Name

Firm

Street

City..... State.....

Salesmen's Slants . . .

News and Personals from the Men on the Road
A Monthly Feature by Franklin, Heiser, Hoffmann

C. RAY FRANKLIN, *Speaking from Kansas City*

THE Kansas City Candy Club gave their annual jobbers picnic a few days ago at Winnwood Beach, which they leased for the day and to say they put on a picnic is putting it entirely too mildly. Winnwood Beach is a resort park and the boys leased everything, including the roller coaster and merry-go-rounds. Stands were everywhere, at which pop, ice cream, hot dogs and possibly a small amount of beer was sold to the thirsty jobbers and their friends. I do not believe the boys drank much of anything as they were too busy waiting upon the jobbers. The candy was furnished by the leading manufacturers of the country, which was not only appreciated by the boys but the jobbers as well. At a late hour after a full day, everyone left for home tired but happy.

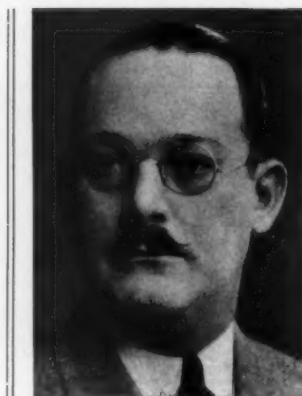
Chas. Wood, who buys the candy for the Gordon Candy Co., Omaha, Nebr. (and who, by the way, have a dandy line of bars they sell to the jobbers thruout the Middle West) is quite a fisherman. Charles has been telling the boys for years about the big fish he catches, and there has been some question in their minds as to his veracity regarding the same. But Chas., in order to prove his statements, bought a scale and when you fish with him he weighs his fish in your presence to prove his point. The other day I was told a doctor borrowed his scales to weigh a new born babe and it weighed 47 pounds! *

At last the weather in the Middle West has cooled off, at least to some degree, and as I write this article the cool breeze is coming into my studio, and not too gently at that. I just completed a trip thru Kansas and found the Jobbers looking for new items for fall. I found upon interviewing several members of the Kansas City Candy Club that they had experienced the same thing, which leads us to believe that there will be some candy business thruout this section this fall and winter. Oh, we had no idea that everything would go to pot, as we have been thru almost everything out here. But some were of the opinion that it might be a bit harder this winter to pry them away from their pennies than usual, although possibly they were wrong. Let's hope so.

Mr. Earl Walker, Mars, Inc., representative for Kansas City, was transferred to San Francisco and will take up his duties there by the time you read this article. Good luck, Earl.

A few days ago Johnnie Mack, that congenial salesmanager for Goudy Gum Co., was a visitor in Kansas City, where he worked a few days with his local broker. Johnnie is the same old enthusiastic gloom chaser that he always was and if there is any difference in his behavior it is hard to detect; unless possibly he is a bit peppier.

Mr. Urban, of Close Co., Chicago, told me the following a few days ago, which I believe you will enjoy as much as I did.



C. Ray Franklin
Kansas City, Mo.

Winnie: "Funny you should fall in love with a man ten years older than yourself."

Winifred: "He isn't. We didn't begin to live till we knew each other. So, of course, we're exactly the same age."

I understand Walter Johnson, of the firm bearing his name in Chicago, spent a few days this summer at a Northern resort. One morning Walter, desiring to write a letter (possibly wanted to write home for money) inquired of the clerk, "May I have some stationery?" To which the clerk asked (haughtily), "Are you a guest of the house?"

"Heck no! I'm paying twenty dollars a day," came back Walter.

Miss Grier, who buys the candy for the Walt T. Hall Candy Co., Ottumwa, Iowa, furnished the following for your amusement.

College Boy Wit: "Your school is not an educational institution; it is just a match making factory."

Girl Student: "Yes. We furnish the heads and the men's colleges furnish the sticks!"

Bob Gees, salesmanager for Mars, Inc., ran into the writer a few days ago in Springfield, Mo., and gave the following for your entertainment:

Judge: "Madame, why didn't you yell or scream when that man was taking the money from your stocking?"

Madame: "How did I know that he was going to take my money?"

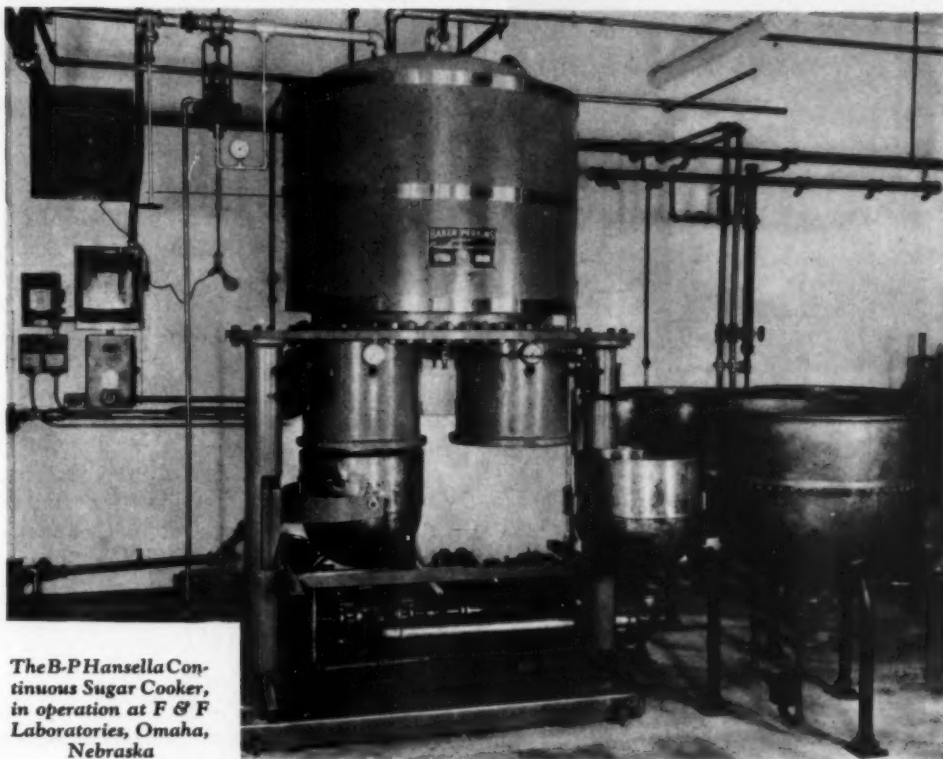
GEORGE J. HEISER, *Speaking from Atlantic City*

I am writing this bunch of phoney business from my abode where I have just spent four weeks in a grand scrap with intestinal flu. Lost some 20 pounds in the battle, but, boy, do I feel great—now that I have my girlish figure back once again.

I was honored by a visit from C. A. Dear and wife,

(Turn to page 59)

The "Hansella" CONTINUOUS SUGAR COOKER



The B-P Hansella Continuous Sugar Cooker, in operation at F & F Laboratories, Omaha, Nebraska

THE DRIEST POSSIBLE BATCH *And the Handiest Cooker Ever Built*

FEATURES

- 1** The only strictly Continuous Vacuum Cooker.
- 2** Vacuum at the discharge end of the cooking coil is not broken when changing from one bowl to the other. Therefore every drop of syrup has had the moisture flashed away in a vacuum and a uniformly dry batch is obtained.
- 3** The handiest cooker ever built. The operator stands at the front of the machine where he receives the batches from either bowl and is conveniently within reach of the controls.

If you are interested in a better product, and a surer way to get it consider B-P Equipment

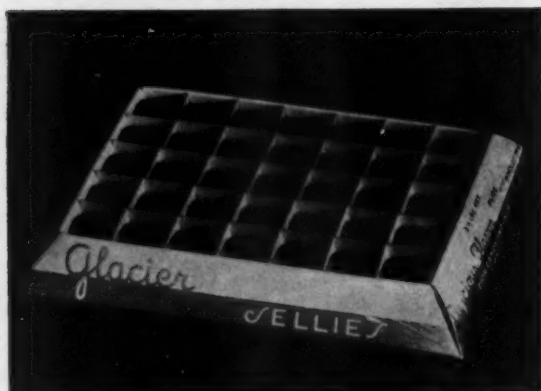
BAKER PERKINS COMPANY, Inc.

SAGINAW, MICHIGAN AND PRINCIPAL CITIES
NEW YORK SALES OFFICE, 250 PARK AVENUE

Baker Perkins

SOLE AMERICAN AGENTS AND BUILDERS OF HANSELLA MACHINERY

New Tray Style Package Has Advantages



THIS striking open-top package is a brand new idea developed by Zion Candy Industry, of Zion, Ill., to merchandise old fashioned gum drops in a modern manner. It incorporates the principle of visibility with maximum effect. Notice how the top layer of this 2½ pound package is entirely revealed to the consumer in a most tempting style. Transparent cellulose serves as the cover and wrapper, adding a beautiful gloss to the package.

The slanted sides are a departure from the conventional box with vertical sides. This newer shape not only presents more graceful lines but the slanted sides make possible their use for decoration and display of the name of the package and its manufacturer—"Zion Glacier Jellies." This can be easily read from most any angle, whereas printing on vertical sides of the ordinary box would be visible only from a side view. With the printing and decoration on the slanted sides of the package it thus becomes unnecessary to decorate the top, and has the advantage of permitting full view of the confections.

The package was designed by C. E. Marshall, manager of the Zion candy plant, about 60 days ago. "At first we had a difficult problem in trying to get neat closures at the corners," Mr. Marshall told *The MANUFACTURING CONFECTIONER*, "but we sent it to the packaging laboratories of DuPont, and they helped us work it out," he said.

The package retails at 39 cents, and, according to Mr. Marshall, it is proving a remarkable success.

Glorified Cellulose Bags

(Continued from page 28)

introduced. Candies which are selected must show promise of volume and be adapted to successful merchandising in this manner. Formerly a number of slow movers were invariably included in the complete line.

Both the manufacturers and distributors have found that featured items turn over faster and offer greater volume. At the same time the retailer builds customers with fresher merchandise and occasional new numbers. Manufacturers are changing the specialized items as seasons and trade conditions require.

Each package is individually designed in color, size and shape, in accordance with the type of confection it is to contain. Thus the consumer is offered something new and different with each specialized package introduced.

How to Pack Cellulose Bags in Cold Weather

Specialization in cellulose bag packaging is now decidedly upon items rather than upon entire lines.

Packing cellulose bags for shipping in cold weather has been a problem for some manufac-

turers because of excess breakage. Bag manufacturers have worked with confectioners to solve the problem and through experimentation have found many helpful suggestions. Cellulose contracts in cold weather and under low humidity conditions, whereas it expands in warm seasons. Consequently, extra precautions must be taken for winter shipments.

A first precaution is to avoid filling the packages too tightly, allowing for cold weather contraction.

Insulation against cold temperatures may be afforded by lining cartons with paper, or wrapping the packages individually with paper. Then padding should be placed in the bottoms and tops of the cartons as protection from the shock of handling during shipment. Experiments have proved that breakage can be greatly lessened by packing the bags flat on their sides, rather than on end, except in cases of units of one pound or more. These have been found to ship better standing up—snugly together—without use of dividers.

The manufacturer who takes a little extra care in planning his packing policies *before* the season starts will enjoy the full benefits of cellulose package merchandising without a great amount of winter breakage.

*"I go fer them Necco candies
in a BIG WAY"*



*Drawing by Wm. Steg
reprinted from The New Yorker*

EYE-APPEAL BOOSTS SALES OF *Necco* PENNY GOODS

NEW ENGLAND CONFECTIONERY COMPANY SAYS: "There is no question but that the wrapping of penny goods in Cellophane has substantially increased sales."

Grown-ups call it an air of quality, but to children there's just something "extra special" that they wouldn't know how to describe—in the sparkle of Cellophane transparent wrapping on candy.

This *eye-appeal* wins many impulse sales from candy-hungry kids. And don't forget that lots of mothers, appreciating the sanitary protection of Cellophane, warn their children to buy candy wrapped this way.

Our field representative will be glad to help you make a test of Cellophane transparent wrapping. Du Pont Cellophane Company, Inc., 350 Fifth Avenue, New York.

Cellophane

TRADE MARK

*"Cellophane" is the registered trade-mark
of the Du Pont Cellophane Co., Inc.*



What's New

With the Associated Industries

Harry A. Noyes Appointed Managing Director of Applied Sugar Laboratories, Inc.

THE directors of the Applied Sugar Laboratories, New York, have announced the appointment of H. A. Noyes as Managing Director.

Dr. Noyes has had an extremely interesting career in the food industries, including the managing of food farms, developing a new fruit belt, research in soils to develop production of various foods in different localities, standardizing company products and processes, developing new methods of food preservation and products for canning, organizing and engineering food factory operations.

He is a graduate of Massachusetts Agricultural College, studied at Purdue University and University of



Pittsburgh, Research Assistant in Horticultural Chemistry and Bacteriology at Purdue University Agricultural Experiment Station. Research Fellow, Mellon Institute of Industrial Research. Director of Research, Welch Grape Juice Company.

Research Chemist for Michigan State Department of Agriculture. Here he made an intensive study of Michigan-grown crops, with the object of better canned goods and processes for canners. An interesting part of Dr. Noyes' work here was his duty to see that the State food inspectors prosecuted the laws and did not persecute the concerns or individuals.

Assistant to Dr. Bacon at New Rochelle Research Laboratories. Here again his work was of vital interest to food manufacturers and processors, particularly to those interested in patents, as it was his privi-

lege to determine. Is the proposal sound? Are the patents workable? Is it practical and can it be transferred to a plant in working form?

Dr. Noyes' appointment to his new position with the Applied Sugar Laboratories was decided upon after careful consideration of many applications for men of high standing in the field of chemistry. He was selected because of his broad and intimate knowledge of food processing, standardization and food laws.

Leonard J. Schwarz to Africa on GF Cocoa Study

LEONARD J. SCHWARZ, former trade commissioner of the Bureau of Foreign and Domestic Commerce, a specialist in plant chemistry, has sailed for a six months' tour of the gold coast and other cocoa producing regions on behalf of Walter Baker & Co., Inc., General Foods Corporation subsidiary.

Mr. Schwarz will select and establish permanent buying arrangements in those regions to secure premium grades of cacao beans, according to C. W. Metcalf, General Foods vice president in charge of purchasing.

When associated with the Department of Agriculture Mr. Schwarz wrote numerous pamphlets for the Department of Commerce on the subject of cocoa.

Dr. Arthur P. Hellwig Joins Staff of American Maize-Products Company

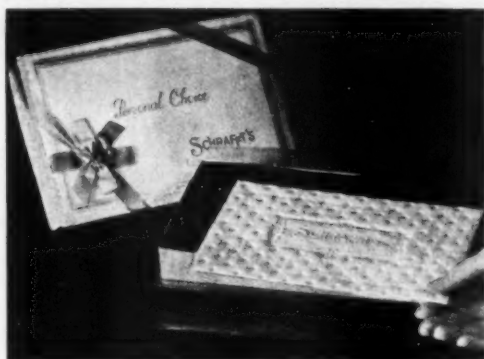
DR. ARTHUR P. HELLWIG, formerly with the Research Department of the von-Amerigen Haebler Corporation at Elizabeth, N. J., is now associated with American Maize-Products in their Technical Service Division in New York.

Dr. Hellwig received his scientific training at the Iowa State College, Ames, Iowa, where he was closely associated with Professor J. H. Buchanan. His excellent training and experience will be available to the trade on technical problems arising out of the utilization of maize products. He will also devote some time to Applied Research in the development of new products, as well as new uses for present products.

New Machines Developed by White Star Equipment Company

MR. GROHSKOPF, president of the White Star Equipment Co., New York, has announced that negotiations have been opened for the manufacture of some of its machinery in this country. The company is reported to be working on new machines with several unusual features, wrapping machines with flexibility as to type of wrap as well as size. The White Star Equipment Company are now importers of candy manufacturing and wrapping machines.

ON OPENING THE BOX . . .



Flossine
The Candy That Supreme

THE PAD OF BEAUTY GREETES THE EYE!

We are proud to have the privilege of supplying FLOSSINE for this famous line of chocolates. Need we say more about the quality and dependability of FLOSSINE?

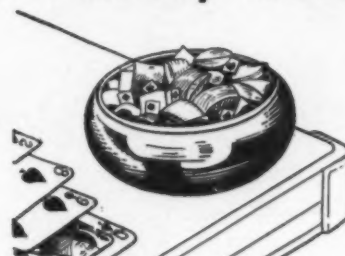
GEORGE H. SWEETNAM, INC.
282-288 Portland St. Cambridge, Mass.

Manufacturers of Confectioners' Paper Products

"SPECIALISTS IN THE PACKAGING FIELD."

Gift Ware Containers Increase Holiday Sales

New Design
in Copper
and Aluminum
Containers



Useful Gifts for the Bridge Table

Copper and aluminum bowls and copper ash trays are particularly attractive containers for confectionery—as well as practical and useful on the bridge table. Popular during the entire winter as well as during the holiday season for gifts and bridge prizes.



Man's Size Ash Tray
1 3/4" deep

Many other West Bend gift ware items are suitable for candy packaging—trays, bowls, tumblers, beer mugs, ash trays, pretzel jars, ice buckets, etc. A new package will make more profitable sales. Send for bulletins and quantity prices!

WEST BEND ALUMINUM CO.

Dept. 859

West Bend, Wisconsin

SEAL CARDS

A Brand New Line More color and more Flash

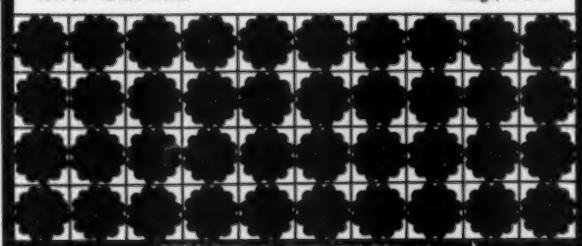
Send for Circular

CHAS. A. BREWER & SONS

The Largest Board and Card House in the World

6320-32 Harvard Avenue

Chicago, U. S. A.



**COATED FABRIC
BELTS THAT ARE
DIFFERENT**

COOLING BELTS
THAT CAN TAKE IT

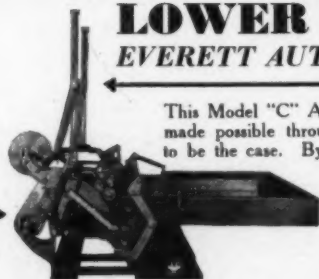
KENLIT

NON-CRACKING
LIGHT WEIGHT
AND
DOUBLE TEXTURE

MONTHS OF HARD
SERVICE WITHOUT
CRACKING.

ORDER ONE FOR A SPARE
KENLIT MFG. CO., Medford, Mass.

LOWER WRAPPING COSTS with EVERETT AUTOMATIC SHEETERS for CELLOPHANE



MODEL "C" TYPE

Will handle rolls from 1" up to 26" in width and deliver sheets from 3" up to 26" in length. Has a speed of from 4,200 up to 5,000 sheets per hour. Production can be materially increased if necessary.

This Model "C" Automatic Sheeter for Cellophane soon pays for itself out of savings made possible through its use. Many candy manufacturers have already found this to be the case. By purchasing in rolls for sheeting to size, reductions up to 25% of their original paper costs have been made. The Everett Sheeter is extremely simply and economical to run—requires no operator. It will accurately cut and stack roll stock in any desired size.

May we tell you more about this moderately-priced, money-saving device?

EVERETT MACHINE CORPORATION

817 BROADWAY

NEW YORK, N. Y.

AMONG THE USERS
OF EVERETT
MACHINES ARE:

Paul F. Beich Company
Fine Products Corp.
The Gobelins Co.
Wm. M. Hardie Co.
Kind Candy Co.
Ludens, Inc.
New England Confectionery Co.
Overland Candy Co.
Page & Shaw Co.
Quaker City Choc. Co.
Rockwood Choc. Co.
Sperry Candy Co.
... and many others



IS MADE BY

FREYDBERG BROTHERS, INC.

45 West 18th Street
New York, N. Y.

IT ISN'T A HOLIDAY PACKAGE UNLESS IT'S TIED!

BRIGHT ribbons are as much a part of the Christmas tradition as holly and pine trees and gift-giving itself. Your own package will reflect the holiday spirit if it is attractively tied.

And for this purpose no ribbon combines all the qualities that attract the eye so well as does Cello Ribbon. Cello Ribbon is a permanently lustrous, easily worked package tie. Its bright patterns, its freedom from ragged edges—*best of all, its extremely reasonable price*—have won for it an outstanding place as the premier Christmas and Holiday tying material.

Cello Ribbon cannot fray, soil or tarnish. It is always crisp. It is available in dozens of patterns to match or contrast with your box covering. It may be had in all widths and color combinations.

Write for samples and price information sending, if possible, a sample of your present package and we will return it to you tied with lustrous Cello Ribbon.

Metal Foil Packaging

(Continued from page 22)

that other even more remarkable discoveries will be made.

Add these to the old stand-by qualities of foil—its inviting, bright-as-silver appearance, its flexibility, the ease with which you can handle or wrap it, its resistance to grease and moisture, its economical cost—and these new qualities of light proofness and insulation and you have a combination of package requirements which answer almost every need.

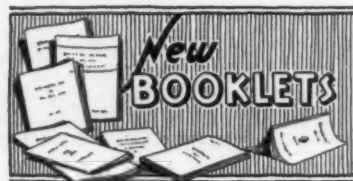
New forms and combinations of foil with paper, cardboard, cloth, etc., are constantly being developed to keep pace with the growing appreciation of foil by the package-using industries. I can safely say that no matter what you make, it can be packaged advantageously, profitably, economically in metal foil.

Pioneer Paper Stock Company Moves Its Plant

MR. A. U. CLAGHORN, vice president of the Pioneer Paper Stock Company, Chicago, announces the removal of their plant to new and enlarged quarters at 349 W. Ontario St. The company offices remain at 448 W. Ohio St., which has been the location of the plant as well as the offices.

A Repair Material for Floors

AMOLASTIC, recently put on the market by the American Oil & Disinfectant Company, makes it possible to mix large quantities of cement, sand and gravel or trap rock, that, when applied, gives a wearing surface to floors hard enough to stand heavy loads on steel wheels.



TWELVE BASIC FORMULAS FOR ROLLED CREAMS—A 16-page booklet giving a chart of formulas for rolled creams, also instructions for manipulation of the batch. Issued by The Nulomoline Company.

THE CANDY BUYER'S DIRECTORY—Complete buyers' guide of confectionery, classified by items and listing manufacturers who sell at wholesale beyond one state. Published by The Manufacturing Confectioner Pub. Co.

THE ADVANTAGES OF CONVERTIT—A folder giving information about Convertit, and when and how to use it. Issued by The Nulomoline Company.

FOR FALL BUSINESS

Stimulate your sales with some intriguing new candy combinations that will attract new accounts and hold your old business.

With school now on, back at the old stand; with more people working, with more money to spend; with the cool candy-eating weather coming on—

Let Us Help You

We will be happy to send you, *without charge*, working samples and directions for test purposes, for, after all, the proof of the pudding is in the eating.

Our salesman will call upon your request.

MAGNUS, MABEE & REYNARD, INC.

32 Cliff Street, New York City

444 W. Grand Avenue, Chicago



Complete Stocks Ready for Immediate Delivery



Assure Yourself of Quality — Purity — Right Price

TRADE MARKS for Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

TRAYMIX, concentrated milk preparation used in the preparation of frozen desserts. Use claimed since May 25, 1934, by Creamay Products, Inc., New York, N. Y.

VELVIX, ice cream powder. Use claimed since Jan. 31, 1934, by Perkins Products Co., Chicago, Ill.

VEG-I-CREAM, ice cream. Use claimed since March 22, 1934, by Homer Hummel Strickler, Hummelstown, Pa.

HEART'S DELIGHT, cocoa, pastry, pancake flour, etc. Use claimed since

1894 by Scoville, Brown & Co., Wells-ville, N. Y.

BATTER-UP, chewing gum. Use claimed since May 5, 1934, by National Chic Co., Cambridge, Mass.

BENDSORP'S and design, cocoa. Use claimed since Nov. 16, 1881, by N. V. Hollandsche Cacao-En Chocoladefabrieken v/h Bendsorp & Co., Bussum, Netherlands.

CARMELLO, preparation used as ice-cream topping, pastries, desserts and flavoring for creams. Use claimed since Jan. 12, 1932, by Carmello Products Corp., Indianapolis, Ind.

ZAG-NUT, bulk candy and candy bars. Use claimed since April 1, 1918, by The D. L. Clark Company, Pittsburgh, Pa.

MELVERN, ice cream, sherbets and ices. Use claimed since March 15, 1933, by Melvern Dairies, Inc., Washington, D. C.

PEPSODAMINT, chewing gum. Use claimed since Feb. 20, 1934, by Dan J. McAllister, Chicago, Ill.

THE 3 LITTLE PIGS, candy bars. Use claimed since Oct. 22, 1933, by F. A. Martocchio Company, doing business as Hollywood Candy Co., Minneapolis, Minn.

A MARS CONFECTION—TWO BITS, candy. Use claimed since Feb. 21, 1934, by Mars, Inc., Chicago, Ill.

ALASKA TWINS, frozen confections. Use claimed since May, 1933, by Alfred Bersia, Gulfport, Miss.

VIVIENNE'S, candies. Use claimed since March 19, 1934, by Vivienne's Candies, New York, N. Y.

MALTEEN, for candy. Use claimed since June 7, 1934, by Richard J. Horlick, Brooklyn, N. Y.

MARKET MASTER, prepared flour for doughnuts and cake. Use claimed since April 14, 1934, by Pillsbury Flour Mills Co., Minneapolis, Minn.

RACER and auto design, candy. The Great Atlantic & Pacific Tea Co., New York, N. Y. Use claimed since Dec. 5, 1933.

ROUND TRIP, candy bars. Use claimed since June 6, 1934, by The Great Atlantic & Pacific Tea Co., New York, N. Y.

GUESS WHAT?, candy. Use claimed since April 2, 1934, by Williamson Candy Co., Chicago, Ill.

SWEETHEART OF THE BLOOM, honey. Use claimed since May 14, 1934, by W. F. Straub & Co., Chicago, Ill.

PEARLO, chewing gum. Use claimed since April 29, 1906, by American Chic Co., Long Island City, N. Y.

FERNWOOD, milk, cream, butter-milk and ice cream. Use claimed since May 15, 1931, by A. H. Merriman & Sons, Inc., Waterbury, Conn.

ROYAL'S THREE STRIKES, candy. Use claimed since Feb. 19, 1934, by Lillian I. Hyatt, doing business as J. K. Hyatt Co., Alliance, Ohio.

SKY-HY, frozen confections. Use claimed since Oct. 1, 1932, by Frozen Sweets, Inc., Chicago, Ill.

PINK ELEPHANT, candy. Use claimed since May 15, 1933, by Gurley Candy Co., Minneapolis, Minn.

In tune with the times

BLANKE-BAER'S

DIPPING RUM RAISINS

The finest of California's Raisins nurtured and mellowed in that famous sunshine. Prepared with Blanke-Baer's Imitation Roman Punch Extract noted for its true flavor.

**RUM
RAISIN
CORDIAL
CHOCOLATES**

are in keeping with the new mode. Full of life, spicy, mellow, and pleasing in flavor.

A chocolate of true distinction and surprisingly inexpensive to make.

•
Write for full details so that you can feature this new Fruit Cordial Chocolate to build sales this fall.
•

**BLANKE-BAER EXTRACT
& PRESERVING COMPANY**

3224-3234 South Kingshighway

ST. LOUIS - - MISSOURI



**Sensation in Candy Merchandising Created
by Sale of 18,600 Lbs. of Coconut
Candies in 11 Days**

ONE of the biggest sensations in recent candy merchandising events was the special sale of pure coconut candies—averaging practically a ton a day for two weeks—featured by Mandel Brothers Department Store on State Street, Chicago. Over 18,600 pounds of these confections were sold during the 11 days of the sale, which concluded on September 6, under the supervision of Miss Ruth Houser, candy buyer.

Unsurpassed in Mandel's candy merchandising history, this "special" attracted crowds of shoppers which increased in proportion from the start of the event until its final day. The candies were displayed in a State Street window near the entrance, and on an island counter in the center of the store.

The sale was at first intended to extend only one week, but it was gaining such momentum—to the extent of 6 tons—at the end of this time that store executives authorized Miss Houser to continue her activities another similar period. As the astonishing success of the event became known, interest in it became widespread not only throughout the store but among members of the candy industry in Chicago's metropolitan area. The event established a record at Mandel's for length of time any one department has held an island counter, aside from the holiday season.

"Everyone in the store cooperated with us, from the porter to the executives," said Miss Houser, "and it was this, together with the quality of the confections and the support of the manufacturer that made our record possible."

Kimbell Candy Company, of Chicago, considered the largest exclusively coconut candy manufacturers in the country, supplied the merchandise. Arrangements for

the sale were made by Mr. U. S. Allen, sales manager of the firm. Kimbells also provided the window decorative material, which consisted of displays of the six coconut confections, palm trees, coconuts in shell and in pods, attractively arranged on grass mats.

The items included coconut bon bons, macaroons, kisses, coconut caramel roll, coconut nougat, and rainbow bites (tri-colored layer piece).

"This outstanding sale is particularly significant," Mr. Allen declared, "because it was put over in a market where many candy buyers have said for years that coconut candies would not sell."



G. A. Eddington Appointed Factory Manager Archibald Candy Co.

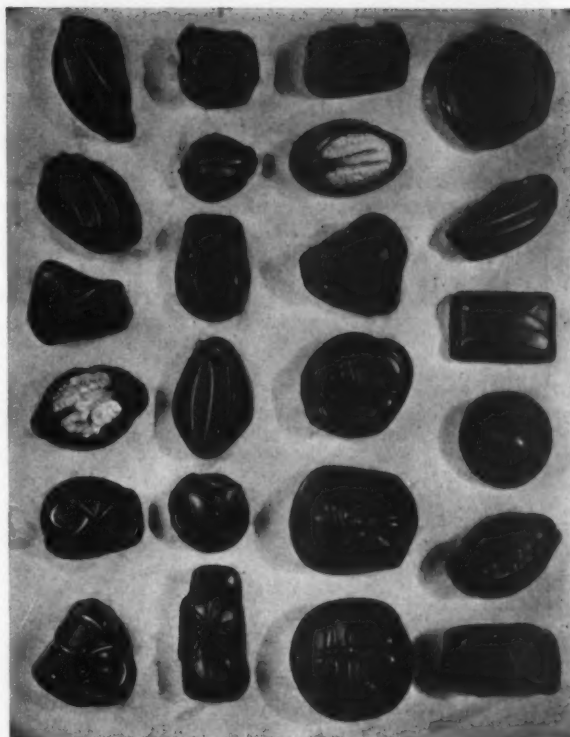
GEORGE A. EDDINGTON, prominent candy production superintendent, has been appointed factory manager of the Archibald Candy Company, Chicago. Supplying 40 Fanny May candy shops in Chicago and suburbs with fresh confections daily, Mr. Eddington assumed his duties in charge of the plant on September 8. The Fanny May chain of retail shops also extends to Peoria and other central Illinois towns, as well as Milwaukee, Wis.

Mr. Eddington is considered one of the outstanding production men in the country, having served extended periods in a number of plants. He recently was superintendent at Hillman's, Chicago.

His recent articles on practical candy production appearing in *The Manufacturing Confectioner*, have caused favorable comment throughout the industry. Mr. Eddington's series will be continued next month.

British Confectioners Meet

The annual trade exhibition of the confectionery industry in Great Britain was held at Olympia, August 29 to September 6. It was held under the auspices of the Manufacturing Confectioners' Alliance. The show is the annual occasion when the industry ushers in its selling campaign for the winter season.



WHEN you reflect that the quality and goodness of the chocolate coatings you use largely influences the sales success of your covered pieces . . .

When you consider that Hooton's Chocolate Coatings are made under rigid Laboratory Control and are, therefore, consistently uniform in high quality, the wisdom of using them becomes at once apparent.

Examine these coatings. Discover their matchless texture, flavor, color and smoothness. Samples are awaiting your request.

Hooton

CHOCOLATE CO.

NEWARK, NEW JERSEY.

WAREHOUSES LOCATED AT
CHICAGO DETROIT TOLEDO CLEVELAND





NATIONAL



The
**COMPLETE
LINE**

BRILLIANT • UNIFORM • STABLE

NATIONAL ANILINE & CHEMICAL COMPANY, INC.
40 Rector Street New York

BOSTON	PROVIDENCE	CHICAGO
PHILADELPHIA	SAN FRANCISCO	CHARLOTTE
GREENSBORO	ATLANTA	CHATTANOOGA
PORTLAND, ORE.		TORONTO

BRANCHES AND DISTRIBUTORS THROUGHOUT THE WORLD

FOOD COLORS



Peppermint Candy Window Blocks State Street Sidewalk Traffic

A MERCHANDISING idea that drew crowds, blocking the sidewalk traffic on State Street, Chicago, was the above peppermint candy house, featured in Mandel Brothers Department Store. With the cooperation of Paul F. Beich Co., candy manufacturers of Bloomington, Ill., and Chicago, Miss Ruth House, Mandel's candy buyer who is making a name for herself in candy merchandising circles, selected this feature to continue her third week in candy specials.

That the novel peppermint house attracted customers into the store is evidenced by the fact that Miss Houser maintained her high volume record with this feature. Besides featuring the five items of the line on the island counter in "bargain row" of the store, a display "tied" in with the window in the candy department. Here was a booth dressed to represent peppermint stick candy, with striped red and white poles surrounding appropriately costumed girls busy serving customers.

The peppermint candies included in this very successful sales event were: peppermint sticks, crystallized cream wafers, pure sugar mint cuts (jelly centers), chocolate mint patties, and mint puffs. They were specially priced at 22c per pound.

As the sale had not concluded its first week when this issue went to press, results in figures could not be ascertained, but unquestionably they mounted high in tonnage.

J. G. McDonald Re-elected Chairman Zone 12

WITHIN two months after his resignation as chairman of Zone 12 of the N. C. A. Industrial Recovery Division, J. G. McDonald, of the J. G. McDonald Chocolate Co., Salt Lake City, Utah, was re-elected by his fellow manufacturers to resume his former activities as Zone chairman.

Salesmen's Slants

(Continued from page 48)

George J. Heiser
Sales Representative,
American Caramel Co.



who were on their way up to Vermont to visit some of the old folks.

My fellow townsman, the Great Scot, Robert Fleming, of Quaker City Choc. & Conf. Co., heard I was running low on his favorite blend—so Bob dropped in with a lot of cheer!

Another visitor to bring joy to my bedside was Eddie Donnelly, sales promotion manager for Quaker City Choc. & Conf. Co. Eddie brought the Mama and his fair daughter along—and what a daughter! A sure prize winning beauty!

Lafayette Rosenthal, the high mogul for the Fair Play Caramel Co., has moved his friend wife, bag and baggage, to Dayton, Ohio, where he will be more central in his territory.

Geo. (Scotty) Dunlop, of Luden's Inc., left the fair city of Findlay, Ohio, in the lurch and moved his family to the big city of Detroit.

Howard Gibbs, who does his stuff for Henry Heide, Inc., New York, has been on the side-lines in his new home in Detroit, waiting until the doctor can find out what is wrong. Walter doesn't need the advice of a flock of doctors. Just a case of overwork. Here's hoping Howard will be back on the firing line when this goes to press.

Ain't I the black cat's left hind leg! Consultation of doctors can't decide which medicine tastes the worst. . . . A private nurse all for me to play with. . . . But by good luck I'll be on the old trail once again January 1st, 1935.

Juvenile Christmas Boxes

(Continued from page 39)

direct or through wholesalers. They have been reaching more and more retail counters, and consumer demand has been more extensively satisfied.

In many cases the boxes are included with bulk candy orders to churches, schools, societies and institutions and are then packed by the purchaser. In other instances they are packed by the manufacturer, wholesaler or retailer for holiday sales over the counter.

The candy manufacturer or wholesaler has in this type of juvenile package a folding carton which has a universal appeal to children, and which does not require radical style changes from year to year. It is a carton which has wide consumer demand and asks only for wide distribution in order to function successfully.

THE NEW AND IMPROVED **BURMAK** BATCH ROLLER BELT

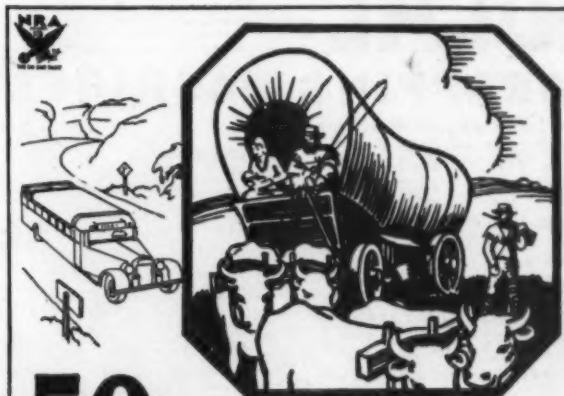
CUTS DOWN
OVERHEAD



DOUBLE EDGE
DOUBLE WEAR

Where the wear occurs the edges are reinforced with double thickness of fabric and extra stitching. Specially woven to give greater tensile strength. These two features double the life of this new belt, yet they cost no more than the ordinary type.

BURRELL BELTING COMPANY
413 S. HERMITAGE AVENUE - - - - - CHICAGO



**50 years is a
LONG TIME!**

. . . we have been
making fine flavors
for you since 1884



FOOTE & JENKS

FLAVOR SPECIALISTS
JACKSON. MICHIGAN, U.S.A.

Please
Accept this
Test Offer

LET MAPLEINE PROVE ITSELF IN *Sales*

at the same time it saves you money!

Mapleine can increase your sales.

That's why we urge you to send for a generous test bottle--today! Try it out in your regular candy recipes.

Thousands of candy makers have gained new profits with Mapleine flavoring. So concentrated that one gallon flavors and colors 3,200 pounds of candy. Delicious with nuts, fruits, other flavors. Will not cook out, will not fade in storage.

Candy profits go to the alert! Write today for your Mapleine sample. Crescent Manufacturing Company, 654AT Dearborn Street, Seattle, Washington.



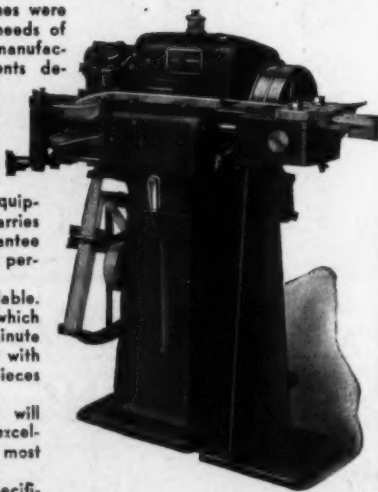
IDEAL WRAPPING MACHINES

Ideal Wrapping Machines were designed to meet the needs of those large and small manufacturers whose requirements demand rapid handling along with dependable and uninterrupted operation. The service record of every IDEAL sold proves the absolute reliability of this equipment. Each machine carries our unqualified guarantee that it is mechanically perfect.

Two models are available. The Senior Model which wraps 160 pieces per minute and the Special Model with a capacity of 240 pieces per minute.

Candy manufacturers will find these machines excellently adapted to their most exacting requirements.

Write for complete specifications and prices.



IDEAL WRAPPING MACHINE CO.

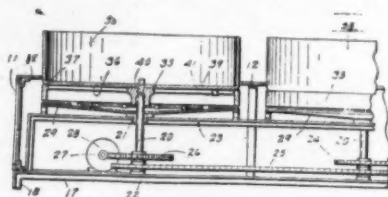
EST. 1906

MIDDLETOWN, N. Y.

U. S. A.

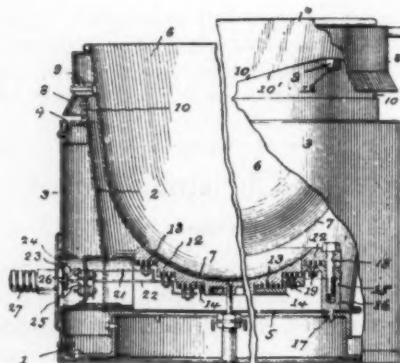
PATENTS of Interest to Confectionery Industry

1,958,409. Nut Buttering Machine. Michael J. Kohler, Oakland, Calif., assignor to The National Nut Company, Oakland, Calif., a corporation of California. Application December 2, 1932, Serial No. 645,492 4 Claims (Cl. 543-4).



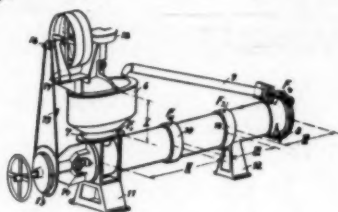
1. A nut buttering machine, comprising a housing having a circular opening in its top wall, a frame in said housing, a heating element mounted upon said frame below said opening, a power-driven shaft vertically mounted centrally of said opening in bearings provided in said housing and frame, a rotatable spider concentric with and below said opening rotatable through said shaft, and a container set within said opening and supported by said spider to be rotated therewith.

1,961,136. Confectioner's Melting Furnace. Charles Cretors, Chicago, Ill. Application April 12, 1933, Serial No. 665,790. 7 Claims. (Cl. 219-43).



1. A confectioner's meeting furnace comprising in combination an open top furnace housing, a vertically movable open top melting pot arranged in said housing and having its bottom wall of a spherical shape, a stationary heating member arranged in the lower portion of said housing and having a sole plate formed with an upper face complementary to the spherical bottom wall of the melting pot, and an under face of an annular stepped form, a plurality of flat heating members in contact with the under horizontal faces of the stepped formation of said sole plate, and means for maintaining close heat exchange contact between the sole plate and said flat heating members.

1,971,314. Machine for the Manufacture of Chocolate. Otto Lauenstein, Wernigerode-on-the-Harz, Germany. Application April 23, 1932, Serial No. 607,213. In Germany July 7, 1931. 14 Claims. (Cl. 257-86).



3. A machine for tempering chocolate mass, comprising in combination a casing the wall of which has a smooth inner surface and a conveyer worm adapted to rotate in the said casing with the thread of the worm in contact with the said smooth surface, the grooves of the thread being of a very small depth for promoting a uniform conveying action and increasing the resistance to a backward flow of the mass, a charging hopper at the charging end of the machine and a return pipe at the discharging end of the machine for returning any excess of the maximum quantity required by machines following the tempering machine back to the hopper.

1,970,712. Apparatus for Confection Manufacture. Edward Norman Snodgrass, Denver, Colo., assignor to Norman Confection, Inc., Denver, Colo., a corporation of Colorado. Application May 4, 1932, Serial No. 609,076. 3 Claims. (Cl. 107-19).



1. In a device for moulding confections, the combination with a casing having a plurality of carton receiving compartments therein, of a top member removably associated with said casing, there being a plurality of openings in said top member for communication with each of the cartons positioned in said compartments, cavity forming projections depending from said top member into the open end of the cartons and terminating short of the bottom thereof, another top member having depending core forming members of elongated configuration positioned to axially extend into the cartons for substitution in the place of said first named top member, a flanged periphery on each of said top members to confine liquids for flow through said openings into the cartons.

92,987. Design for a Confectionery Product. Norman M. Thomas, Brooklyn, N. Y., assignor to Joe Lowe Corporation, Brooklyn, N. Y., a corporation of Delaware. Application February 8, 1934, Serial No. 50,674. Term of patent 14 years.



The ornamental design for a confectionery product substantially as shown.

Every
Candy-Maker
Should Have



THIS NEW INFORMATION on CREAMS

*Three new booklets just off the press
packed full of practical information.*

One booklet—"Ten Basic Formulas for Cast Creams"—tells you how to make ten distinct types of cast cream centers from one fondant formula. Another gives you twelve formulas for rolled creams that are distinctive in texture and consistency and practically non-fermentable. The last but not least shows you how to overcome many cream troubles through the advantage of CONVERTIT.

These booklets are yours for the asking. You will find them helpful every day in the plant.

THE NULOMOLINE CO.

Exclusive Distributors of CONVERTIT

109-111 Wall Street



New York

Western Office: 333 No. Michigan Ave., Chicago, Ill.

WRITE
for THESE
BOOKLETS
They were prepared
for you and they are
FREE



THE MANUFACTURING CONFECTIONER'S **— CLEARING HOUSE —**

MACHINERY FOR SALE

FOR SALE—ALL MACHINERY and equipment of Hein Candy Company of Pittsburgh, Pa., and also Chas. Adams Company of Lancaster, Pa. For partial list of these plants, please refer to pages 12-13. This equipment is in excellent condition, and we are quoting some very special prices for sales directly from the floors of these plants. Please wire us or wire collect for prices and information. Our representative is always on hand at these plants, Union Confectionery Machinery Co., 318 Lafayette street, New York City.

FOR SALE: KING AIR CONDITI-tioner with ventilators and motor, cubic capacity 3,200 feet, also 100 number card time clock cheap. Address I-9343, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Illinois.

ONE NATIONAL LITTLE Giant Starch Buck, \$50.00. One No. 2 National Depositor, \$100.00, f.o.b. Bryan, Ohio. Spangler Candy Company, Bryan, Ohio.

FOR SALE: 2-32-IN. NATIONAL Eurobing Machines, complete with Automatic Feeders, Bottoming Attachments, Anti-Tailers, Automatic Temperature Control, Kihlgren Stokers, National Coolers and Packers. Special prices for prompt removal. Address I-9349, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Illinois.

FOR SALE: A SIX-TON VIL-ter ice machine in perfect condition, also areo cooling coil enclosed. We have 100,000 folding fancy chocolate boxes for sale at a price to interest a bargain seeker. Wm. McMurray & Company, St. Paul, Minnesota.

USED STEAM JACKETED COP-per Kettles, 15 to 500 gallon capacity, with and without mixers, rebuilt, excellent condition throughout, guaranteed steam pressure. Hamilton Copper & Brass Works, 1767 Dixie Highway, Hamilton, Ohio. Copersmiths. Established 1871.

MACHINERY FOR SALE.

FOR SALE—FORGROVE SPE-cial Hard Candy Wrapping Machine, for wrapping odd shapes in Cellophane or waxed papers, with twist ends; also Rose Toffee Wrapper, for waxed paper or Cellophane wrapping, with twist ends. Machines hardly used. Very attractive prices. Address I-9351, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Illinois.

PRICE FOR REMOVAL: WE offer a large list of cream manufacturing machinery including Kettles, depositors, beaters, enrobers, bottomers and stringers, and hard candy machinery including a Burkhard Vacuum Pan, Simplex Steam Vacuum, Hildreth style puller and many other items. Write for complete list and prices. Wm. McMurray & Co., St. Paul, Minnesota.

MACHINERY FOR SALE: 1 Simplex Steam Cooker, 2 Racine Sucker Machines and Conveyors, 1 Hohberger Waffle Machine and conveyor, 2 Continuous Cutting Machines with 4 Wheels and conveyors, 2 Steel cooling slabs 3 feet by 8 feet. Will sacrifice for quick sale. The Max Glick Company, Cleveland, Ohio.

FOR SALE: MOST MODERN chocolate coating equipment, 24-in. and 32-in., National Equipment Enrobers, with all attachments. Wolfe Special, wide Peanut Coater, complete. Cheap prices for quick sales. Union Confectionery Machinery Co., Inc., 318 Lafayette Street, New York City, N. Y.

FOR SALE — VACUUM FUMI-gating tank with latest improved operating machinery and safety devices. Length 15 feet; diameter 5 feet; capacity 292 cubic feet. Complete with 10 h.p., a.c. 3 cycle, 220 volt motor. This includes vacuum pump, carburetor and exhaust fan. \$1,450.00. Chase Candy Company, St. Joseph, Mo.

MACHINERY FOR SALE

FOR SALE—One Model K kiss cutting and wrapping machine, good condition, with motor, \$325.00. One American taffy puller, 25-lb. capacity, \$125.00, with motor. One Thos. Mills furnace with blower and motor regulator, \$35.00. Above price cash, f. o. b. Sandusky, Ohio. John H. Sutter, 1124 First Street, Sandusky, Ohio.

FOR SALE—GAEBEL CONTINU-ous Automatic Plastic Machine, with five chains, and Batch Roller, Sizer, and Cooling Conveyor. Also National Equipment Continuous Cooker, complete with Kettles. Address I-9350, % The Manufacturing Confectioner Publishing Co., 1140 Merchandise Mart, Chicago, Illinois.

FOR SALE OR TRADE—1 BALL sizing machine, belt driven; 1 200-lb. Savage marshmallow beater, 1 50-lb. Day marshmallow beater, all machines are in A-1 shape. Address: G-7346, % The Manufacturing Confectioner Pub. Co., 1140 Merchandise Mart, Chicago, Ill.

FOR SALE—MODEL K KISS MA-chine Hildreth Form 1 style B pullers, motor driven, rebuilt like new, capacity 25 to 50 lbs.; also, 1 factory double puller capacity 150 lbs. Bargain. A. Bonomo, Coney Island, New York.

FOR SALE: CHOCOLATE MELT-ing kettles, Werner crystal cooker, reversible caramel sizer, electric bon bon dipping tables, icing beater, starch boards and dollies, Junior enrober, nougat cutters, Savage M. M. beater, Model K. D. kiss wrapper, White caramel cutters, depositors, starch printers, Springfield steel buck, steam batch warmers, steam jacket kettles, Ball beater, cold water slabs, warehouse trucks, scales, time clock and small hand tools. The W. C. Nevin Candy Co., 1637-1647 Blake St., Denver, Colo.

